

TEXAS FOOTBALL

\$2.00

Dave Campbell's
1974 Baylor
Championship
Souvenir
Yearbook

Grant Teaff, Baylor's
man for all seasons,
takes a victory ride
to the Cotton Bowl



ON THE COVER: The Baylor Bears had just defeated SMU in the Cotton Bowl, moving within one victory of their first Southwest Conference championship in half a century, and several of the Bruins, including record-setting tailback Steve Beaird, lower left, hoisted Coach-of-the-Year Grant Teaff to their shoulders and carried him off the field. Baylor photographer Chris Hansen was there to record the scene.

Dave Campbell's **TEXAS FOOTBALL**

**Baylor Championship
Yearbook**
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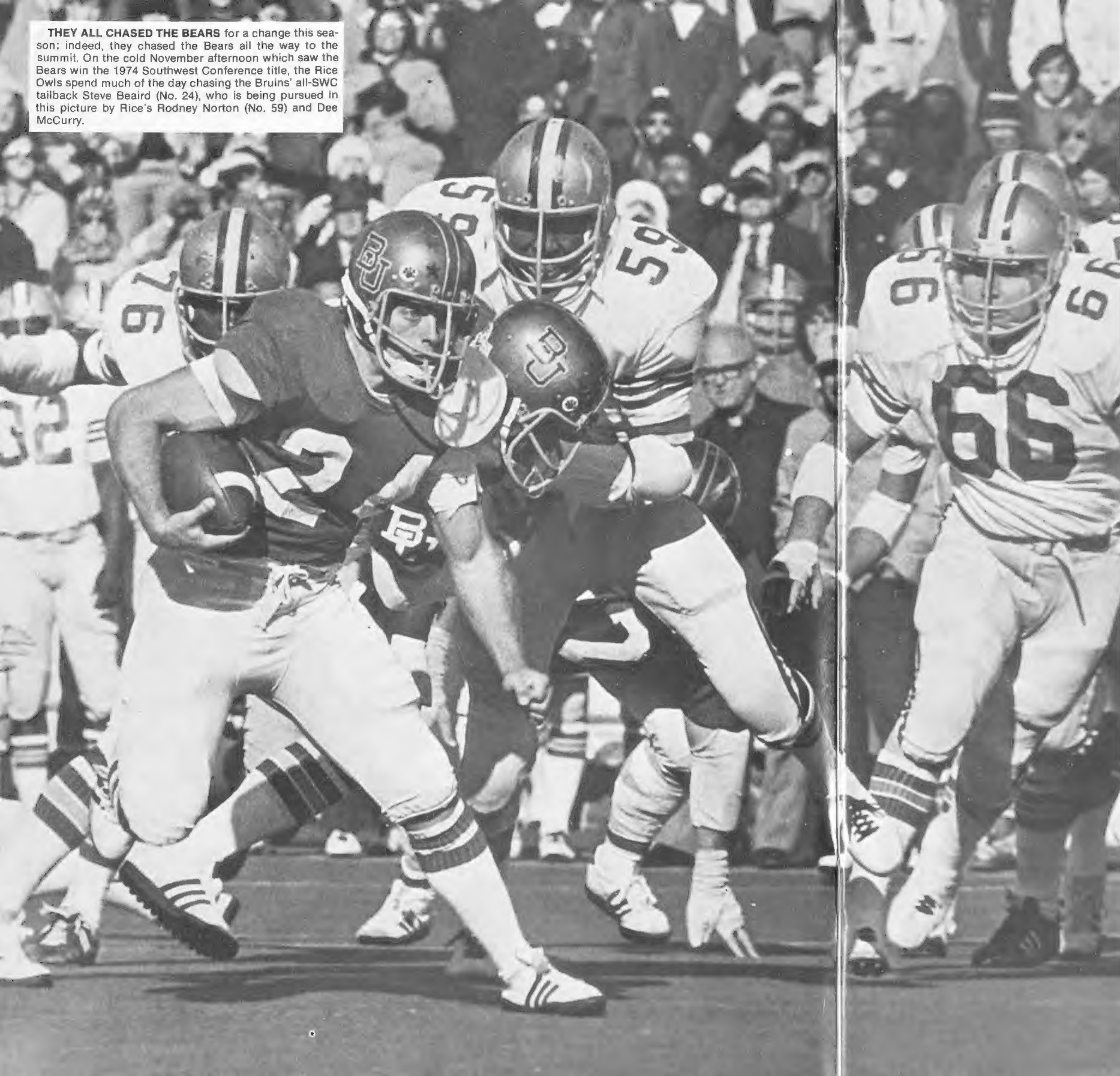
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A TRIUMPHANT GLOW lights up the faces of Baylor's jubilant cheerleaders as they help shout the Bears to their first football championship in half a century. In such a season, following such a team, with the sweet smell of success in the air, ah, it's great to be young, flinging that green and gold afar. The happy faces at left belong to Patti Flowers, Greg Barnes and Carroll Fitzgerald (left to right). In the background at far left, behind Patti, is Mark Talmage.

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THEY ALL CHASED THE BEARS for a change this season; indeed, they chased the Bears all the way to the summit. On the cold November afternoon which saw the Bears win the 1974 Southwest Conference title, the Rice Owls spend much of the day chasing the Bruins' all-SWC tailback Steve Beaird (No. 24), who is being pursued in this picture by Rice's Rodney Norton (No. 59) and Dee McCurry.



Switching From Rags To Riches, Grasping The Impossible Dream

Listen now to the story of the 1974 Baylor Bears, the Comeback Kids who finished first rather than seventh, who fired the imagination of the football world, who made believers of the skeptics and left an adoring alumni with a matchless set of memories

by DAVE CAMPBELL

In the beautiful and bountiful football season of 1974, Cinderella wore cleats, prettied up most of the time in a fetching ensemble of green and gold, and more often than not staged her most bedazzling coming-out parties rather late—in the fourth quarter, as a matter of fact.

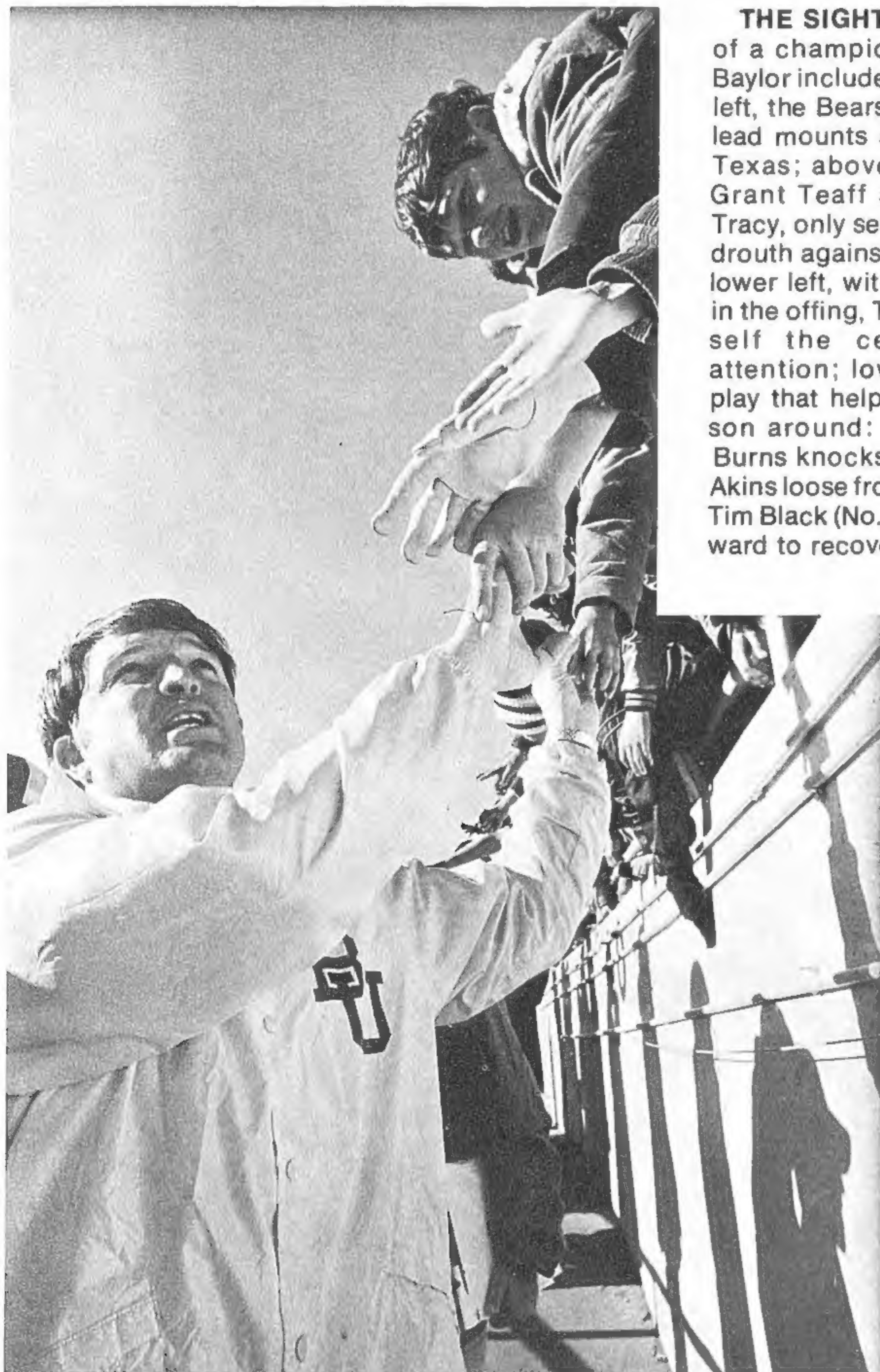
Because those parties were so successful, this special 1974 Baylor Championship Souvenir Yearbook became a *must* issue for *Texas Football* magazine. This is, after all, the team and the season—and the issue—old Baylor grads have been waiting to appear for half a century.

This is, in short, the story of an unforgettable season that was climaxed by the capturing of The

Impossible Dream, and it features the incredible feats of knights galore. And hopefully, they all now will live happily ever after.

Or at least go to the Cotton Bowl on New Year's Day. If there were enough tickets to go around, this apparently is the year *everybody* would go to the Cotton Bowl, the better to cheer on those Baylor Bears as they play Penn State.

The Baylor rags-to-riches story has captured the imagination of the state and indeed the nation as no other football story has done since the Jets went winging to the Super Bowl. Or maybe since Rockne and The Four Horsemen.



THE SIGHTS and sounds of a championship year at Baylor included these: above left, the Bears rejoice as the lead mounts against mighty Texas; above right, coach Grant Teaff and daughter Tracy, only seconds after the drouth against Texas ended; lower left, with an SWC title in the offing, Teaff finds himself the center of all attention; lower right, the play that helped turn a season around: Baylor's Ron Burns knocks Texas' Marty Akins loose from the ball, and Tim Black (No. 60) rushes forward to recover.



Grant Teaff didn't have Four Horsemen. Baylor's national Coach of the Year just had a number of under-rated Bears who became strong believers and did such things as play eyeball to eyeball with No. 1-ranked Oklahoma for the better part of a September afternoon and spill No. 8-ranked Oklahoma State and come from way back to beat Florida State and then rally past favored Arkansas and end an 18-year losing string against Texas and a 5-game losing string against Texas Tech and an 8-game losing string against SMU. And win a Southwest Conference championship.

Picked to finish seventh or eighth, the Bears, only 2-9 in '73, finished first instead, and no team in SWC history has accomplished that feat since the league went to an 8-team membership. And no team in the entire membership of the NCAA has managed such a turnaround since Indiana went from 1-9 in '66 to the Rose Bowl in '67.

Do such things as that and you capture the attention and imagination of the masses. And the pressbox pundits.

"I never saw as many people as happy for a school as people are right now for Baylor," said one Cotton Bowl official. And the Cotton Bowl is happy, too. After last year's tepid ticket demand for the Texas-Nebraska collision, the Baylor-Penn State ticket rush is like Klondike Fever.

A full two weeks before kickoff time, Baylor already had set an all-time Cotton Bowl ticket-setting record.

Baylor ticket manager Marie Abel figured Baylor sales would top 32,000 (Arkansas held the old record of just under 31,000), "and I imagine Baylor people also have bought three to four

thousand tickets from Penn State," she said. "I know of one Baylor ex who bought a thousand tickets from Penn State, a Baylor student who bought 500, and the Bear Club ordered an additional 200 from Penn State. So I imagine our people will buy about 36,000 tickets in all.

"The demand has just been unbelievable. I'd venture to say we've mailed tickets to every state in the union." And they've had calls from as far away as Hong Kong.

In Dallas, Cotton Bowl officials made ready for a record crowd by ordering a record number of Cotton Bowl programs. "We've ordered 22,500 programs," said Cotton Bowl and SWC publicist Bill Morgan. "That's the most ever. We ordered 21,000 for the first Texas-Notre Dame Cotton Bowl game (1970) and sold out. Last year we just ordered about 14,000." And didn't sell out.

But all season, Baylor fans turned out in record numbers. The Baylor-Texas A&M turnout set a Baylor Stadium record (51,200), and the Bears averaged more than 40,000 for their five home games. Never before had they averaged more than 28,000.

The record interest was reflected in other ways. A football autographed by the champion Bears was offered on a Waco television auction program and the bidding reached \$2,000, and wound up with two fans *both* contributing \$2,000 for autographed footballs. One Waco business owner noted in November the difference Baylor's sweet success was having on the demeanor of the town. "We've had people come in here who have never shown us anything but a frown and a complaint," she said. "But this year they come in and they're actually *smiling*."

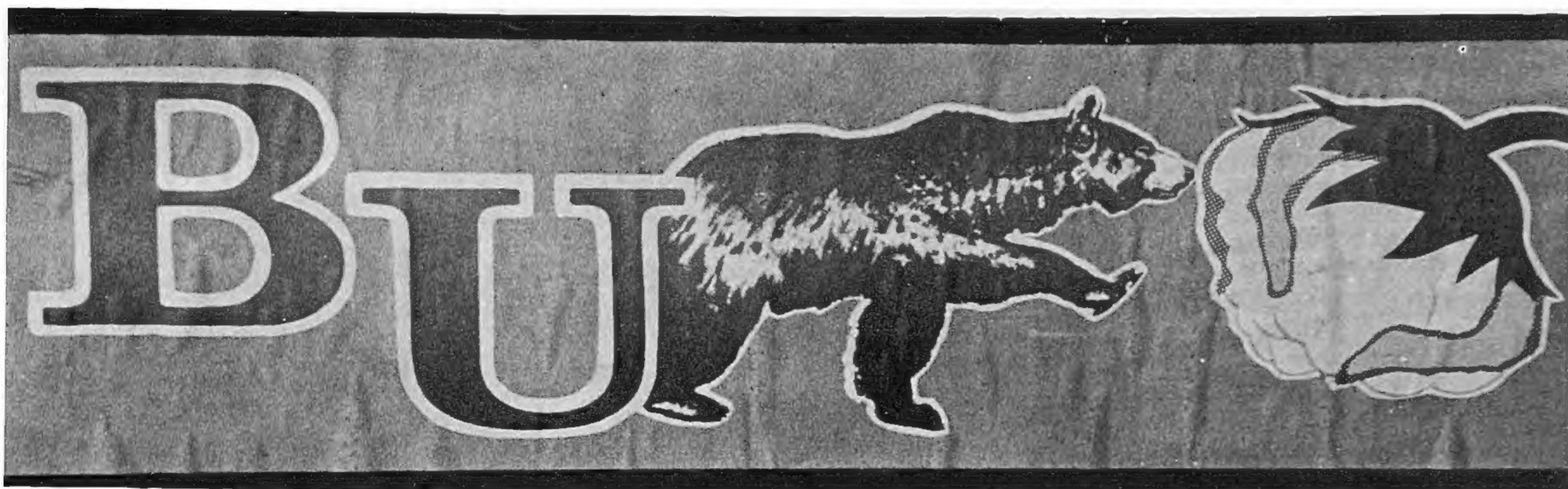
For Baylor partisans, 1974 introduced a whole new set of heroes: Aubrey Schulz, maybe Baylor's best-blocking center ever; Neal Jeffrey, a dead-game Sir Lancelot type with a radar arm; whippet Phillip Kent; block-buster tackler Derrel Luce; the best freshman defensive back of them all, Ronald Burns; and tailback Steve Beaird, who all season long ran about three inches above the grass top for 1,104 yards.

Contrary to rumors in enemy camps, Steve is only 5-6½ on a tall day. And proud of it. "Coach," he approached Grant Teaff after the Baylor coach in early December had announced the signing of a junior college running back, "I see you've made a bad mistake already . . . you've signed a running back who's six-one."

The Los Angeles Times' Jim Murray explained Steve's problem. "He never did stand still long enough to grow," typed one of the nation's best-read sports columnists. On the east coast, another syndicated columnist, Jerry Izenberg, also found himself caught up in the Baylor story; and in the mid-west, the *Chicago Tribune* turned its ink to Baylor. From Hudson River to the Golden Gate and at all stops in between, the Baylor football team was much in the news in 1974.

So as the famed wit of the banquet trail, toastmaster Morris Frank of Houston put it, "The secret's out, all right. Baylor won the conference, folks."

Just how those Bears did it, and how the city, the campus, the alumni, and the football world reacted, makes for one of those fascinating sports stories that only come along every generation or so. For all the details, read on . . .



A Coach Called Grant Teaff,

Baylor's Man For All Seasons

Unheralded and unsung when he first joined the Bears, Teaff now stands at the summit, and his team is Cotton Bowl bound. Amazingly, it only took 3 years

by BURLE PETTIT

Somewhat ironically, the same day John Bridgers was holding his final press conference at Baylor at the end of the 1968 season, Texas Tech's J.T. King was lamenting the loss of a valued member of his Red Raider coaching staff.

"From strictly a technical standpoint, we can replace Grant Teaff's coaching ability," King told a sports writer. "But I don't think there's any way we can replace all those other things that Grant contributed."

Today, standing at the summit as College Football's national coach of the year, the man who broke the Texas monopoly and the Baylor drought, Grant Teaff is viewed as something of an enigmatic genius by a sports public that expected Baylor to land in the Cotton Bowl the same year Presidio froze over. King, meanwhile, analyzes Teaff's unlikely accomplishment as being the combined results of those "other things" he had mentioned six years ago.

And Teaff does not disagree.

"Really, I learned football coaching by flying by the seat of my pants," Teaff recently recalled. "I was only 25 when I

THE DAY OF DAYS for Grant Teaff and his 1974 Baylor football team, the day they sacked up Rice, won an undisputed Southwest Conference championship, broke a 50-year Baylor title drought, and accepted a Cotton Bowl bid. Formally extending that bid to the Bears in their happy and excited dressing room is Cotton Bowl executive Field Scovell (right).





COTTON DAVIDSON: Works with passers and wide receivers.



BILL LANE: Works primarily with Baylor's defensive ends.



CORKY NELSON: Defensive coordinator, emphasis on linebackers.

became head coach at McMurry, and I wasn't the best prepared guy around. I more or less learned things on a hit-and-miss, trial-and-error basis. I actually began learning the technical aspects of football only after I got to Tech and started working with John Conley. It's my opinion that John is the finest football coach I've ever been associated with. He's had just a tremendous influence on me..."

During their coaching days together at Tech, Teaff and Conley were an unusual pair. Their personalities were as contrasting as their mutual respect was obvious. Teaff, an eternal optimist, seemed almost naive to the realities of both football and the world around him. Quick to smile, eager to assist anybody with almost anything, the personable Teaff appeared boyishly innocent even during the serious application of his duties.

Conley, an ex-marine who made it to Iwo Jima and back, is practical to a fault. Realism, as John calls it, leaves him no margin for tangents or fantasies. Once during an informal sit-to, another young assistant coach reckoned as how he could win with a 190-pound guard, if—as the young coach put it—"the guard has quickness and desire."

Conley, silent up to that point, stared at the younger coach a long moment, then snarled: "And what the hell you think's gonna happen when that 190-pounder runs up against a 230-pounder who's also got quickness and desire...?"

"I always admired John's practical side," Teaff recalled, chuckling. "But I used to catch him looking at me like I was some sort of crazy nut. I don't think he ever did quite figure me out."

Grant may be mistaken. Conley may have been the least surprised of all outsiders this year when Baylor broke that 50-year title drouth.

"You know, every school has an image, a personality you might call it," Conley

said. "Because of that, when Baylor hired Rudy Feldman... well, I just couldn't see it. I don't know, it just didn't mesh. Then I heard Grant had taken the job, and I thought, u-h-h-h oh. There's another team folks are going to have to start worrying about."

Conley's respect for Teaff's potential as a coach goes back to days long before the two men toiled together on King's staff at Tech. Grant was, in fact, still playing football at McMurry when he captured John's attention.

"I was coaching at Snyder, Grant's home town, and every summer he would come by and borrow one of our individual workout sheets and work himself into shape. Well, one summer Grant had completed the academic work toward his degree, but he had a season of eligibility left. I tried to talk him into forgetting that last season and coming to work for me. I had a vacancy on my staff, and I really was impressed by him. He spent about two weeks considering it and decided to go back to school.

"Sometime the next year, our booster club wanted me to get a speaker for the banquet. I thought what the heck. Grant's a hometown boy, I'll just ask him.

"I did, and I've seldom been more impressed. He made a heckuva talk. I couldn't believe a youngster that age had that much poise."

And "poise" is the Grant Teaff attribute that sticks out in King's mind today.

"The main thing I remember Grant for was his complete confidence in what he was doing, be it coaching, recruiting or just talking to people," King said. "He was always cool, always in control of the situation."

Well, almost always.

"I'll tell you one thing," Conley interjected. "Grant's a fighter. He's per-



MICKEY SULLIVAN: Coordinator of recruiting for the Bears.



WADE TURNER: Coaches Baylor's defensive secondary.



JOHN O'HARA: Focuses his tutoring on tight ends.



BILL YUNG: Offensive coordinator and offensive line coach.



DAL SHEALY: Assistant head coach, tutors offensive backs.



BILL SCOGGINS: Helps coach the Bruin defensive line.



BILL HICKS: Veteran mentor of the defensive interior.

sonable, friendly and easy-going, but you sure as heck don't run over him.

"I remember one time one of our other coaches mistreated one of Teaff's players, one of the players he'd recruited. The other coach kicked him or cussed him or something. We were in a staff meeting right after that, and Grant jumped the guy.

"Man, Grant was mad. Well, that coach told Grant if he didn't like it, just step outside. Before he got it good and said, Grant was on his feet heading for the door.

"Coach King jumped in and calmed them down. The guy was quite a bit bigger than Grant, but Grant didn't care. He didn't kick and cuss his players and he'd fight anybody who did."

"You bet I remember that," Teaff replied recently when asked about the incident. "And one reason I remember it so well is that right after that, I learned that son-of-a-buck had been heavyweight boxing champ of the entire U. S. Navy"

But in line with Teaff's style, bygones over the incident have since become bygones. Grant's adversary of that day is today his close friend. The man presently is a successful high school coach, and the speaker at his last football banquet was, of course, Grant Teaff.

When Aubrey Schulz left Tyler Junior College for Baylor, two things never crossed his mind. One was becoming a first team All-America selection. The other was winning the Southwest Conference title.

"I thought we might win at Baylor," Teaff's prize center reflected "but by 'win' I wasn't thinking in terms of the Cotton Bowl. I thought we had a chance to have a winning season—in other words, to win more games than we lost.

"Naturally I was thrilled over being named all-America this year," Schulz continued. "But I wasn't nearly as thrilled about that as I was some other things—like, say, coming back to win the Texas game and learning, at the same time, that SMU had beaten the Aggies.

"That's when it first became evident that we just might go all the way. But we never talked much about it, even then."

The fact the Bears weren't "talking much about it" was all part of a bit of Teaff strategy that, when all was said and done, left Grant himself about as surprised at the championship as Schulz had been.

"We didn't start out this season with the Cotton Bowl in mind," Teaff admitted. "In fact, it was our plan not to mention it as the primary goal this season. Through the years, if Baylor made two first downs in a row, its fans started talking Cotton Bowl. My thoughts at the start of the season were that it would be ridiculous to start talking about going to the Cotton Bowl, when, heck, we hadn't even had a winning season around here in 11 years.

"The season before, I let the players talk about beating OU and going to the Cotton Bowl. Well, Oklahoma beat us bad and, looking back on it, that loss really hurt us. We had no idea at the time that Oklahoma would turn out to be such a national powerhouse, so the loss really damaged our confidence. We wound up not winning a single conference game. "So this season we decided to take them one at a time and try to progress. The comeback against Texas was a very big win. But, still, we didn't talk about the Cotton Bowl until after we had beaten Tech. "And, really, we didn't have much opportunity to talk about other bowls. They got in such a gosh-awful hurry to select teams this year. We were sitting there 4-3 when the bowls filled up. I was very, very upset



For Baylor's history-making football coach, it was a year of comebacks, sweet surprises and candid cameras.

about that. As it turned out, we had either the Cotton Bowl or nothing."

Implementing his "one game at a time" approach really was no problem for Teaff. Following his maiden campaign in 1972 (during which Grant piloted the Bears to a surprising 5-6 record and was voted SWC coach of the year) came last year's dip to a 2-9 mark and, along with it, a grim reminder of the challenge he had undertaken.

"Sure, I was surprised that we won the championship in three seasons here," Teaff admits. "When I took the job, I insisted on a five-year contract because I thought it would take at least five years to get established here. But I didn't really get the full impact of what I was into until I started spring training the first time.

"Golly, that really shook me. We started working out that first spring, and I could count only five or six youngsters who could have made my team at Angelo State. That was scary. I was convinced then that five years was not nearly enough. I would be more like 10..."

Strangely, had Baylor won the title a year ago—Teaff's second—it would not have been as surprising as it is now.

"The big difference in Baylor this season was the defense," offers Conley, who just spent his final season as offensive line coach at Tech. "A year ago, we actually laughed at Baylor's defense. And Derrel Luce, the linebacker, couldn't have played for anybody.

"Now I don't know Corky Nelson," Conley continued, "but he did some kind of job with that defense. It was as big a

turnaround as I've ever seen in a year's time. This season, Baylor's defense was tough as heck. And Luce was as good a linebacker as I saw anywhere."

Richard Bell, Tech's head defensive coach, has similar praise for the Bear offense.

"Their offense is just so doggoned versatile," notes Bell. "Jeffrey is a great passer and an adequate runner. They had exactly the offensive balance everybody strives for but few achieve. The majority of Baylor's passing game came off the fake of the run, and that made it tough on your underneath help. The line did a good job, and Pat McNeil and Steve Beaird were a couple of tough, quick runners. They reminded me a lot of Doug McCutchen,

who used to play for us (and, incidentally, was recruited by Teaff).

"The offense also majored in misdirection. Philip Kent is very dangerous on both the inside and outside reverse. Add all that up, and you have an offense with a lot of ammunition."

Grant Teaff was not at all unhappy at Angelo State when Baylor officials contacted him. But, in reality, he had gone there with leaving in mind.

"I feel I'll have a much better shot at a major head job—either out here or elsewhere—if I have a track record of having built up a program," Teaff told a Lubbock sports writer upon accepting the ASU position.

When Baylor first approached Grant, he was elated. He was not overwhelmed, however. After all, the Bears had won but three games in three years under Bill Beall and, frankly, Teaff did not wish to rush anywhere to a coaching grave.

"I called J.T. (King) and asked him to do some checking around for me," Teaff recalls. "I wanted to know, first of all, how serious Baylor was about its football program. When J.T. got back with me, he said he was convinced that Baylor wanted a winner and was willing to take whatever steps needed to be taken in that direction."

Baylor's initial steps were typical of most major schools seeking new football coaches. A long list eventually dwindled and, finally, it came down to two men—Teaff and Feldman.

From the outset, Grant's beautiful wife, Donell (a former Tech cheerleader),



SKIP COX: The head trainer of Baylor's SWC champions.

maintained he would be the man. And even after it was announced that Feldman had been hired, Donell persisted.

"It irritated me that Donell insisted I would still get the job even though the matter was obviously closed," Teaff chuckled. "Then one day I had a recruit from Lubbock in my office, and Donell called and said, 'Didn't I tell you? We're going to Baylor.' She told me Feldman had just backed out. I'll never forget that. A chill went all the way up my spine..."

Baylor, all the while Teaff was pondering the situation, became almost an obsession to him. His initial reluctance evolved into a burning desire for the job.

"It really bothered me that a fine Christian institution had become a laughing stock just because of its football team," Grant recalls. "That goes to show just how important a football team is to a school."

"That part of it has really changed," offers Schulz. "Now, when a football player walks around on the campus or goes into a classroom, the other students really respect him. And it's the same way with Coach Teaff."

"Students stop you on campus and say, 'Man, Coach Teaff must really be great.' And I say you're darn right he is. I wouldn't trade coaches with any college in the entire country."

Although the 1973 season was a great disappointment to Teaff, in retrospect he views it as the point at which Baylor turned the corner that led them to the Cotton Bowl.

"Our high water mark came that spring when we found that we could still recruit despite having a 2-9 record," Grant said.

However, in his opinion, the major barrier—a mental one—was hurdled this season.

"We gained a lot of confidence against Oklahoma, even though we lost the game," Grant said. "Here we were, 43-point underdogs, and OU obviously was planning to use us to test its rookies. Along their sideline stood all their freshmen and other untested people, just waiting until late in the first quarter when the game would be out of hand and they could go in. Well, the fourth quarter started with the score 7 to 5 and the Sooners still very, very busy on the field."

"But the biggest barrier we broke this year involved the fourth quarter. Baylor people had always felt the Bears would find some way to blow it in the fourth quarter, no matter how well they played up to then. Well, this year we won four games in the fourth quarter, and our kids came to believe that the fourth quarter always belonged to them."

"And after that Texas game (Baylor trailed the Longhorns 24-7 at halftime),

our fans came around to believing the same way.

Halftime of that Texas game remains vivid in Schulz' mind today.

"Coach Teaff was very calm in the dressing room. He told us we weren't going to make any drastic change in our game plan. We made a few adjustments, then vowed to play as well as we could."

"Coach Teaff is very inspirational, a very good motivator," Schulz continued. "And one of his main motivating forces is you don't want to play badly, simply because if you do it makes him look bad. I know that's how it is with me."

We went onto the field hoping to turn the game our way. I don't know whether we thought at first we really could, or if we were just wishing. But then when we blocked that punt, we knew...we really knew we were going to win..."

While Teaff's accomplishments at Baylor are highlighted by one of the most dramatic turnarounds of a football program in college football history, Grant scoffs at any magician's tag offered him.

"Anytime you accomplish anything, the main contribution has to be hard

work, not magic. My staff and these players have worked mighty hard. And we've had the necessary support from everybody."

Still, the fact remains that the accomplishments came from somewhere well beyond sweat of the brow and coaching savvy and financial aid, and it all settles on the shoulders of this personable, unpretentious young man who stands only three years out of the coaching boondocks.

Schulz calls it motivation.

"Guys simply are determined to play well for him," Aubrey insists.

"It has to be rapport," suggests Conley. "Grant has a special rapport with his players...he has special rapport with recruits. Hell, he just has excellent rapport with everybody."

King, meanwhile, goes back to his original statement:

"Anyone can learn good, sound technical football," notes the Tech AD. "But winning is a combination of all those other things that are difficult to acquire and impossible to describe. But in a man like Grant Teaff, they are mighty easy to recognize..."



Jon Kramer



David Steven



Ken Quesenberry



Mike Ebow

Baylor's champions speak out

Freshman guard Jon Kramer talks about the team's turnaround and playing as a freshman: "I guess the big game was Oklahoma because after the game everyone knew that we were going to have a good team. It gave us a good start. It really is an honor to come as a freshman and be a part of the first Cotton Bowl team."

Tight end David Steven reveals what he thought after Baylor beat Oklahoma State: "When we won that game, I started to realize that we were going to win some games. When we finally sealed it up against Texas, I realized that we could beat anybody, that it was just a matter of time."

Safety Ken Quesenberry recalls a key play in the season opener against Oklahoma: "It was when they were down on the goal line, and they handed the ball off to Joe Washington on a dive play, and me and (Derrel) Luce hit him at the same time, causing him to fumble. The ball popped straight up in the air, and we got it in the end zone for a touchback."

Fullback Mike Ebow looks back at Baylor's heralded second-half rally against Texas and what it meant: "After that, it showed a lot of people what we already knew. To us, it wasn't as big of a surprise as it was to the people. The season went about like we thought it would go."



Amid bear claws and bedlam, Baylor finds the promised land

Unbelievable or fanbelievacrediful, the golden anniversary championship won by Teaff's team left an entire countryside caught up in bear fever

by TOMMY WEST

Bumper stickers. Lapel pins. Fluffy white cotton bolls with green and gold. ribbon tails. Tee-shirts, mittens shaped like bear claws. Doughnuts shaped like bear claws. Human hands shaped like bear claws.

A hit song, "The Bears are Back." Billboards. Congratulatory advertisements, on radio and television and newspaper pages.

And on streets and highways and Franchise Row, outside the motels and car washes and drive-in things, right alongside the "Tropical Plants for Sale" and "Have Your Picture Made with Santa" and "Welcome Masons," the newest signs: "This is Bear Country," "Go Bears—Skin Penn," and "Baylor vs. Penn State, the Christians against the Lions."

In order to understand the veritable bedlam that struck Waco when Baylor won the Southwest Conference championship, you have to understand what it is like not to win the Southwest Conference championship for half a hundred years.

The first thing to understand, is that, in the hearts and minds of the diehard backers, Baylor was not a loser. Any team that has lost the championship so certainly and predictably for so long a time becomes something short of a loser. Baylor was not a loser, it simply was not a winner.

How could a team that could sometimes score a touchdown or two or

three against mighty Texas be a loser? Why, not at all. It was simply not a winner.

How could a team that could pack 40,000 persons into a stadium for homecoming, and then play a valiant, respectable game, be a loser? How could a team with such a smart, fancy band, with such a sparkling card section, with fans that didn't leave early and didn't boo, be a loser? Why, not at all.

It simply was not a winner.

So there developed over the years at Baylor University a sort of artificial spirit, not to say that it lacked anything for enthusiasm, but yet it was not the headlong, pell mell spirit sparked by the smell of the last foe's open wound. It was the spirit of loyalty, the spirit of pride, of sportsmanship, of never giving up. The leap and the yell and the beat of the drum were there, but they were fulfilling of themselves, not instruments of crescendo marking time for human achievement. The fans knew all too well that Rome wasn't built in a day, and that, if the assignment had fallen to a passing team from a small Baptist school, perhaps it might never have been built at all.

Sitting on the sidelines, objectively, one could ponder whether blind spirit for the sake of blind spirit was admirable. But whether it was or not, it was danged well persevering. And perhaps that in itself was admirable.

WHEN THE BEARS came out to play in '74, their partisans came out to see them by the thousands, whether at home or on the road. So many came out for the homecoming game (above) against Texas A&M — more than 51,000 — that a new Baylor Stadium attendance record was set. And the exodus was so great the day the Bears played SMU in Dallas, the sign below seemed almost appropriate. The Bears averaged more than 40,000 for their five home games — proof enough that their boxoffice appeal now ranks A-No. 1.

LAST ONE
LEAVING WACO
TURN OFF LIGHTS



Bear Claws and Packed Stands Were Common Sights at Baylor Games in the Dramatic Season of '74.

And then, oh, a dozen years or so ago, the world in general and the country in particular started slowly going mad.

Men on the moon. The Mets in the Series. The Senators in Texas. The assassination. Demonstrations. Drugs. Hard Rock. Shortages. Kidnappings. Skyjackings. Streaking. Mass murders. Pornography. The pill. Abortions. Women's lib. Vietnam. Watergate. The environment. Pantyhose. New Math. New Journalism. New Morality. New Braunfels.

Crazy, idiotic, insane things, like Bob Hayes not catching any more passes, and the new names of the World Football League teams, and Muhammad Ali knocking out George Foreman, and somewhere along the way, people simply quit asking—even quit wondering—what would happen next. They quit a little too soon.

On a cold and heartwarming day in November, the Baylor Bears won the undisputed championship of the Southwest Conference, and the longtime lip-service slogan, "Baylor's Goal Is The Cotton Bowl" suddenly became, "Baylor's Gold In The Cotton Bowl."

You may have read about it. It was in all the newspapers, bumper stickers, lapel pins, billboards, marquees, tee-shirts, and in one of the hit songs. What was it like when it happened? Jimmie Willis, the veteran trenchcoat photographer, said it was like Pearl Harbor, only in reverse. But, because of the way it happened, it was more rejoicing than shocking, because, Pearl Harbor or not, when it came down to the end, the Bears didn't

get into the Cotton Bowl on the long bomb, they just sort of moved in, naturally.

What did the people say? Well, it's not their fault, it's a basic flaw of the English language, but all they could dredge up were the tired old over-worked super-adjectives: incredible...beautiful...unbelievable...fantastic.

For these very rare and special occasions, perhaps they ought to keep some special ultra-adjectives locked in a deposit box, so that when the milestones of history occur, the people can pay them their proper notoriety. Maybe some adjective like fanbelievacrediful.

Even if the Baylor triumph wasn't fanbelievacrediful, it was certainly sweeter than the best Heart O' Texas rodeo, better than the best Chamber of Commerce banquet, the best Christmas parade, sweeter certainly than liquor by the drink and the low water dam.

There is in Waco a tiny elite clique of those who are the sole surviving members of Baylor's 1924 championship team. Perhaps the elder statesmen of that clique is Sam Coates, football star, historian, restaurateur, domino shark, the man who brought black bottom pie to town. Hear now the words of Sam Coates:

"Well, I don't think things could be better, do you? They've gone all out, and it's just been wonderful."

Did he ever think it would happen? He chuckles.

"Well, I didn't know, I've gotten to be an old man, you know, but I was in hopes of living long enough to see it." With the number of living Baylor champions now increased by ten-fold, it has to be a little

bit like the end of an era for Sam, who didn't even get to go to a Cotton Bowl, because they didn't have one then.

To attribute the Baylor championship purely to skill, or to luck, or to insanity, or chemistry, or to some murky and undefinable combination, would be unfair. So you ask a hundred different people, and you get maybe a half dozen different theories, and the word that always pops up is change. Change in recruiting. Change in coaching. Change in the football a team can kick with. Change in attitudes. Change in strategy. Change in the wind.

Perhaps the answer, too, is somewhere in the wind.

Forget for a moment why it happened. How did it happen? It began with Arkansas, with something to smile about. It faltered with A&M, with something to frown about. And it peaked, of course, with Texas, with something to scream about.

Not everyone stayed for all of that Texas game. It was raw and drizzling rain, and by halftime, much of the faithful was drenched and quivering, tired of holding umbrellas and tired of craning to see beyond them. And, of course, it was Texas 24, Baylor 7, and there is something about dreary weather that makes the business of losing as usual all the more dreary.

So, as the Texas band headed for the field, Daphne Ducas, for one, headed for the exit, with her grandson, Mike Lowry, the kicker for the China Spring Cougars.

By the time they got out of the parking lot good, Baylor had scored. By the time they got to Waco Drive, Baylor had scored

again. By the time they turned into the family driveway on Pine Avenue, it was a brand new game.

"Can we go back?" Mike asked his grandmother.

No, Daphne said. The rain was still falling, the streets were still slick, and there wasn't much time.

And besides, you can't ever really go back. But Daphne swears she'll never leave again, come hurricane or high water. There are a lot of Baylor fans who have made the same vow.

But a lot of people stayed for every second of that game. And some stayed longer. Herb Reynolds, the executive vice president at Baylor, stayed all night at the stadium, in a sleeping bag beneath the scoreboard. So did Ralph Storm, a Baylor alumnus and trustee. So did Tom Parrish, director of Baylor's development office, and John Belew, one of the Baylor deans.

The scoreboard burned all night—Home 34, Visitors 24. In fact, if there hadn't been another game to play the next Saturday, it might have burned all week.

It was the Texas game that turned it all around. There were still tough teams to play, and other certain circumstances to work themselves out. But with the Texas

game, half-torn ticket stubs and wrinkled parking permits, serving usually only to clutter the dashboard and cast confusing reflections against oncoming traffic, were suddenly as precious as wedding pictures and bargain-bought turquoise jewelry.

And the calls started pouring in—from around the state and around the nation, to the world's largest Baptist university and the moment's oldest and most promising underdog. And locally, the two lines into the Baylor ticket office commenced what seemed to be a constant busy buzz.

Why? Because the intoxicating thrill of expectation had returned. The Bears are back, they chanted, in bumper sticker and clothesline conversation and lofty thought, to the distant but growling thump of the leap and the yell and the drum.

Back? Back to where? To the doormat of hope, of faith, of mathematical possibility and then probability. But even as that realization kindled these rare and delightful emotions in some, it kindled also that familiar and gnawing dread in others, those who had been to the brink with the Bears so many times before. It all goes back to the unique character of the Baylor fan: to lose easily and normally is simply not to win; but to lose hard, and

late, is honestly to lose. And it hurts to lose. So even as the excitement grew, some resented the sweet new blossoms of hope because they feared the inevitable disappointment.

But those who feared will have to wait now until next year. For this was the year of the Bears, the Golden Anniversary of the Green and Gold. And now it is being grandly celebrated with bumper stickers, and lapel pins, and fluffy white cotton bolls with green and gold ribbon-tail and tee-shirts, and bear claws and mittens and doughnuts. All that remains is for someone to bake a Baylor cake.

In the old days in Waco, circa 1925-73, they also had stickers. There were some football ones, like "The Bears Are Back," and "I Believe," with a football helmet stuck on so you wouldn't misunderstand. But there also were more serious ones, religious ones, like "If Your God Is Dead, Try Mine," and "I Confess That I Love Jesus."

The other day, an old blue car bearing one of those stickers rolled slowly along a Waco street. The plain green and gold sticker said: "I Am Bound For The Promised Land."

When the car reached I-35, it turned north. Toward Dallas.

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Goodbye wilderness; the campus finds the milk and honey are sweet, sweet

by HARRY MARSH

Before entering the Promised Land the Children of Israel wandered in the wilderness for 40 years. For the children of Baylor it was 50 years.

Wilderness wandering makes a man or a fan appreciate the little things in life, like a drink of water or an unexpected first down or field goal; and when the wanderer does finally arrive, the milk and honey are sweet, sweet, sweet.

Some 4,000 years after the Israelites saw the Walls of Jericho come tumbling down, the Baylorites surveyed a shambles: the old giants, even those going to bowls, were humbled. Texas beaten by Baylor, Notre Dame beaten by Southern Cal which had been beaten by Arkansas which had been beaten by Baylor. Even the new giants had fallen: A&M which had beaten Baylor and then lost to Texas for example. The list could go on and on. By contrast the team and its fans who had wandered so long was to be at home in the Cotton Bowl, and the miracle-worker who had led them out of the wilderness was coach of the year. Hallelujah, oh Satchel, Satchel.

OKLAHOMA. Last August no Baylorite could even see the Promised Land because of the giants standing in the way, starting with Oklahoma. Herb Reynolds had approved the funds for the Golden Wave Band to accompany the team, saying he wished the Bears had a band of angels with them too. But in Norman those little things that the tough old Baylor fans had learned to appreciate began to happen. At the beginning of the fourth quarter the scoreboard said Oklahoma 7, Baylor 5. The Sooners won 28-11, but when the Bears got off the plane at Waco that night, 1,000 well-wishers greeted them with considerable pride.

MISSOURI. On the next Saturday some more of those little things happened at Columbia, Mo. Baylor scored first and

For Baylor students it was a wild and wonderful season when the old giants fell, when miracles came to pass, when there was green and gold at the foot of every rainbow



DIANE DILLARD, the first Cotton Bowl Classic Queen from Baylor, has quite a choice to make when selecting bumper stickers and pins backing her favorite team. Miss Dillard was also 1974 Baylor homecoming queen.

tied the score twice before losing 28-21. The talk at church the next day was about Charlie McClanahan snagging a Missouri fumble in mid-air inside the Baylor 5 and running the length of the field to score. The play was on a network TV program that afternoon and the Grant Teaff Show that night so everyone saw it twice.

OKLAHOMA STATE. With nine consecutive defeats behind them, the Bears attracted 30,000 fans for their home opener against Oklahoma State, victor over mighty Arkansas and puny Wichita State. On hand were the freshmen, the parents for parents weekend, the enthusiastic State fans and thousands of the Bear faithful, at least one of whom had decided not to be so vocal in 1974 as he had in the past. Steve Beaird changed that just as he changed so many other things in 1974. The change took place in the third quarter when Beaird took a pitch-out at the Baylor 16 and turned up-field at the sideline. This particular fan stood up and yelled and he kept yelling for 84 yards and a Beaird touchdown. For an old Baylor fan, an 84-yard touchdown run is worth a three-day case of laryngitis any week of the year. An old Baylor fan yells when he gets a chance to yell. Not only did the fans see the skein of losses ended, but the Bears put the game away early enough for the fans to sit around and grin at each other late in the fourth quarter.

FLORIDA STATE. Next came a pair of games in which the Baylor Bears changed their long-suffering fans from alms-seekers to believers in miracles. The first miracle came in Tallahassee. Down 17-0 at halftime, which lasted 40 minutes, the Bears lost some of their radio audience. But the fans who kept listening to the 21-17 Bruin triumph quickly passed the word about the Florida miracle.

ARKANSAS. By Thursday the focus was on Fayetteville. Rumor had it that the Bears had confidence, and the rumor went on to say that the players who hadn't made the traveling squad were getting in their own cars and driving to hog-calling country.

For the fans, Monday-morning quarterbacking now was followed by Friday-morning coaching. The Bears could beat Arkansas, confided fan Carroll Fadal, if Teaff would use sophomore quarterback Mark Jackson for his running ability and speedster Phillip Kent more. Fate proved him right when starter Neal Jeffrey got a nose injury and Jackson moved the Bears to two first-half touchdowns, Kent scoring them both. It was late in the game however when the Arkansas Miracle took place. The Hogs led 17-14 and stopped a Baylor drive at the Arkansas 31. The defense slanted on second down and Wharton Foster recovered the Razorback

fumble. Jeffrey drove the team to a touchdown, Beaird scoring. Back on Baylor campus dozens of cut-off clad students listening to the game in Union Bowl leaped and yelled.

The Bruin faithful had a three-game winning streak (more than the entire 1973 season produced) and their first conference victory to celebrate. The new Madison Cooper airport terminal was the place 4,000 of them chose to celebrate, and the Saturday night arrival of the team's charter jet was the time. Old fans like Tommy Turner and Ralph Lynn were there as well as young ones like Missy, Angie and Johnny Curtis who came with their daddy, Phil, and sat on the ticket counter. Two fans wore T-shirts proclaiming the 21-17 score. Defensive back Gary Green, on crutches, (because of an Oklahoma State game injury), showed up and got an impromptu kiss from a matronly fan. Everytime a puddlejumper landed the cry would go up, "here they come," and Bear claws and cheers would fill the air. Near-hysteria greeted the big-eyed Bears when they finally did land and enter the terminal. They threaded their way through the clutching, hugging mob. Field-goal expert Bubba Hicks was wearing one of those silly red sookie-pig hats. The last to enter was Grant Teaff and a cry of "speech, speech" was followed by near-silence.

"It won't be the last one, Teaff said quietly. New bedlam ensued.

TEXAS A&M. That prediction had to wait three weeks to begin coming true. First there was an open date, and then Homecoming against A&M. The fans swamped the ticket office so the groundskeepers put in extra seats for the 51,000 who eventually showed up, including hordes of "Beat the hell out of Baylor" Aggies and multiplied hordes of "Sic 'em" Bears.

On the morning of game day, the Homecoming Parade floats had reflected the "one at a time" stance Teaff was taking. On one float a cereal-eating bear's slogan was, "the taste of Aggies reminds me of wild hickory nuts." On another, a giant reclining Bugs Bunny munched on a carrot to the slogan, "Eat 'em up, one game at a time."

But it was the Aggies who ate up the Bears in as physical a defensive battle as the faithful saw all year. The Aggie scoring (two earned field goals, a touchdown on a fluke fumble play and a touchdown on an intercepted pass at the Baylor goal line, gave them a 20-0 victory and the lead in the SWC.

TCU. Despite the loss, a week later in Fort Worth 2,000 Baylor fans outyelled the TCU homecoming crowd as the Bears won, 21-7, and came home to prepare for Texas.

TEXAS. As usual, the Steers seemed to have put it all together just in time for Baylor. After a humiliating loss to Texas Tech, and a loss to Oklahoma, the reshuffled Horn lineup included a healthy Roosevelt Leaks plus the talented legs of Earl Campbell, Marty Akins and Raymond Clayborn. In Waco the faithful nurtured that slim chance: only one conference defeat. Hex Tex posters were taped to walls, doors and desks all over campus. At a rowdy pep rally, defensive end coach Bill Lane spoke, noting that he had attended only two previous rallies, "for the Pittsburgh (1973) game and we won that one. . . Oklahoma State and we won that one. . . and we're going to win this one too."

A white balloon with HEX TEX in green floated in the drippy sky above the Baylor Stadium crowd of 43,100. But the pre-game moments were dominated by the monstrous Longhorn band and their irritating cowbells. Just before kickoff a Horn spirit group rolled their enormous Lone Star flag over the AstroTurf arrogantly, as if Sam Houston had sent his children to their school instead of to Baylor.

"I'm working up a pretty good hate," muttered the same fan who had lost his cool at the Oklahoma State game. That was the mood. . . .

In retrospect it would be hard to imagine a sweeter victory. It ended an 18-year losing streak, racked up the biggest Baylor score ever against a Texas team, and knocked the Horns out of the Cotton Bowl after six consecutive trips. Furthermore, Texas couldn't claim its game was off. Akins, Leaks, etc. moved at will behind awesome blocking to secure a 24-7 first-half lead. Also, every Baylor touchdown was a sensation: Jeffrey to Alcy Jackson who outsprinted the Orange secondary for 69 yards on the first series of downs; Jeffrey's fourth-down footrace to the goal line flag after Beaird and the Green Men up front bludgeoned their way to the one-yard line; squirming Ricky Thompson on a 54-yard pass reception and finally Phillip Kent's six-yard sweep for the winning points. Icing on the offensive cake were two Bubba Hicks field goals that let the reigning SWC champs know they were decisively beaten. That second half was sweet revenge for the Baylor defense. They parted the Orange sea and let the wanderers through. Five Bears swarmed over Texas punter Mike Dean to turn the momentum around with Johnny Greene blocking the kick and Johnny Slaughter recovering it; Derrel Luce stacked Leaks the first time he carried. Ron Burns blasted Akins into fumbling on Texas' third possession and Tim Black recovered. Before it was over Tommy Turnipseede and Scooter Reed each had intercepted a pass.

The effect on the fans was apocalyptic. It was as if one world had ended and another had begun. There they were at halftime (except for Austinite Ray Burchette and some scores of others who temporarily had lost the faith and left) consoling themselves with the memory of that scintillating Jeffrey-to-Jackson pass while thinking they had seen that methodical Texas attack too often already. Then suddenly the Bears were in charge. Darrell Royal's legions seemed helpless and George Stokes on the P.A. was telling them that A&M was losing to SMU.

After the game, Jan and Carlton Harrell, who handle statistics for the sports writers at the Baylor home games, were asked if they had lost their composure and if the press box people were boisterous.

"Jan did," said Carlton, "and there was some noise inside, but the amazing thing was to look down on that stadium and see all those people jumping up and down, waving their arms and yelling and screaming."

They were still yelling and screaming under the stands after the game, and, as of this writing, rationality has vanished among the faithful. They have discovered green and gold at the foot of the rainbow. With trustee Ralph Storm, Development office chief Tom Parrish and executive vice-president Reynolds and their wives keeping watch through the night, the scoreboard lights proclaimed the HOME 34 VISITORS 24 good news till noon Sunday, and before the end of the week that score was immortalized on \$1 posters and \$3.95 T-shirts.

Every one had his own favorite story about the game. An out-of-town radio announcer feared that after the Baptist victory celebration there wouldn't be a drop of milk left in Waco. A reporter from Dallas came down to record the celebration on Monday and uncovered the story of the most typical old Bear fan of all: the Austin man who got up Sunday morning, dug his 1930 Baylor letter sweater out of the mothballs and wore it to church.

Teaff's team was the cinderella story of the region, and every one wanted to dance with the "new girl." Marty Akins came to the sideline and told a reporter that he wished Baylor "all the luck in the world." Coach Royal went to the Bear dressing room and told them to "go all the way; don't look back." Sooner coach Barry Switzer chipped in with a telegram saying his team had known the Bears were great ever since that first-game-of-the-season meeting.

The poetry of offensive nose guard Napoleon Tyler emerged from the dressing room: "Somebody don't want Baylor in a bowl; so they put 'em in a hole. But the Bears came out, and that's what BU Pride is all about." Neal Jeffrey put the

game in perspective with "We were down in the valley, and now we're on the mountain." And Steve Beaird looked to the future with "If you can beat Texas you can beat anybody."

Baylor still had three games to play. A&M was just two away from the Cotton Bowl. For Baylor to pre-empt them, the Bears had to win at least two and the Aggies had to lose one. Despite those odds, Bob Hope, who visited the players, told a Waco audience that they all "had cotton in their eyes."

TECH. The registrar's office at Baylor is in a basement, a stark all-business place. But from it emerged a mimeographed parody entitled "The Night Before Tech" which had the Bears "fired up and ready to go," hoping "St. Victory soon would be there" while "visions of Red Raiders danced in their heads." It went on to have Teaff calling the players by name and concluded with the verse, "The season's not finished, but we're happy inside; the key to our feeling is BU PRIDE."

The score of the game was not the "one-thousand to none" that the poem predicted, but neither was it the 55-24 that flashed on the scoreboard as the crowd entered Baylor Stadium—that had been the 1973 Tech victory score and someone had been using it to remind the team of the previous year's televised debacle. The 1974 score was 17-10 with Baylor shutting down an unusual eight-man Tech offensive line in the second half and using fullback Pat McNeil in both its scoring drives when Tech keyed on Beaird and Kent, and using tight end receiver Sam Harper when Jackson and Thompson were closely guarded. Bear depth was apparent when Flynn Bucy replaced injured Wharton Foster and Mark Jackson came in to drive the Bruins to their fourth-quarter winning score as Jeffrey went out with a minor injury. For the second Saturday in a row, and the fourth crucial game of the season, victory was won in the fourth quarter. Now the bench's up-thrust four-finger signal, meaning we're a fourth-quarter team, became a part of the fans' cheering repertoire. The victory gave Teaff his first winning season at Baylor and the fans a team of winners to brag about.

On Sunday morning at Columbus Avenue Baptist Church green buttons with a gold Baylor helmet and the words "I Believe" appeared on lapels; and the pastor, the Rev. Marshall Edwards, in his opening remarks wished the team good luck in their "three remaining games." Since only two scheduled games remained, that had to mean that Edwards was a victim of the Baylor-Waco cotton fever epidemic.

Like measles, bumper stickers popped out. "On We Roll To The Cotton Bowl" was the favorite. Others depicted a bear

chasing a cotton boll and a picture of the Cotton Bowl stadium with "Bear Country" emblazoned on it.

SMU. In that Cotton Bowl stadium the next Saturday the Bears were to meet Southern Methodist. By noon someone had turned down the empty seats in one of the sections so that early arrivals could read BU No. 1. Soon a banner was unfurled promising the Bears would be back Jan. 1. En route to Dallas on I-35 at the Elm Mott exit was a hand-lettered sign, "Last One Out of Waco Turn Off the Lights."

An estimated 20,000 fans turned out in the drizzle at Big D for the game. It was a homecoming away from home. One couple wore green and gold T-shirts with the symbols of Baylor's opponents on them and large black X's across each one that Teaff's men had defeated.

Baylor won, 31-14. A *Dallas News* typographical error made Steve Beaird a "7-foot running back" in the game, and that's the way the whole team looked to the crowd—larger than life, scoring on their first possession, throttling Pony second-half hopes with a school-record 59-yard field goal by Don Bockhorn, jarring fleet Ricky Wesson again and again with Tim Black tackles. Before the game SMU coach Dave Smith had said the Baylor success came from "playing above and beyond their ability every week." After the game the players could grin and say "well, we played over our heads again." But that came after the band had played The Line and the team had hoisted helmets with one hand and had signaled "Hook 'Em Horns" with the other hand. Baylor's cheerleaders led the post-game crowd in a "two bits, four bits, six bits a dollar; all for the Longhorns stand up and holler." And the rooting for Texas continued all week as the last chance for A&M to falter loomed ahead.

Texas-A&M. It was Thanksgiving week. The Golden Wave Band concluded its last pre-holiday rehearsal, broke ranks and walked to the parking lot. A tuba-player began an off-beat version of "The Eyes of Texas" and the rest joined in. A Rice player, preparing to meet Baylor on Saturday, told reporters he would be cheering for Texas on their Friday televised game. Across the front of the Co-Op book store on the Drag at U-T was a big sign reading, "Beat A&M, Send Baylor to the Bowl." Coach Royal invited the Baylor mascot to the Memorial Stadium game, Baylor officials declined to inflict games on consecutive days on the cub. "Sic 'em Horns" was the Baylor slogan as the traditional rivalry unfolded on national television. On the line at cold, soggy Austin were the Aggie championship and Cotton Bowl hopes, the Memorial Stadium jinx, the Longhorn Gator Bowl pride and the fate of the Bears.

One minute deep into the game and there was joy in Bear country. Isolated cheers echoed in near-deserted dormitories and apartment complexes as the Steers systematically dismantled the Farmers. At Baylor Stadium the Baylor team rattled the light fixtures in Lettermen's Lounge, and the light on the ticket office telephone flickered like a flash scoreboard as the elated faithful asked about Cotton Bowl tickets. Ruben Santos of the Union Building staff was on the telephone to the Sinclair Bedding Company telling them to "deliver the cotton." He had ordered 100 pounds of the fluffy stuff after he and his wife conceived the idea of a cotton boll Cotton Bowl Christmas tree while returning from the SMU game. Twenty-one people worked 600 man-hours through the weekend creating the 20-foot tree so it would greet students Monday morning.

Back in Austin, Texas sent in its third-string and Aggies turned their thoughts to spring plowing. A television sportscaster asked Bear publicist Don Oliver about the Baylor victory over Texas and Oliver fumbled the score. Nobody cared. The children of Baylor had entered the Promised Land. Only one question remained: would they share it or would they, like the Israelites, drive the Philistines out?

RICE. "Beat Rice and Penn State" said the signs on the rear windows of cars en route to the stadium. Many students had brought their parents back with them to see what all agreed would be a historic occasion. It was cold. Blue and gray stocking caps abounded. They weren't Rice's blue and gray, however. They were Dallas Cowboy hats usually reserved for those cold Cowboy playoff games. But this year Baylor was the team to see in late November.

The one person who certainly was not cold in Baylor Stadium that day was Steve Beaird. He was as hot and exciting as the Chicago Fire. He ran 134 yards to become Baylor's first 1,000-yard rusher in history and led Baylor to a 24-3 victory and the undisputed championship. The first-string Bears salted it away and let their hard-working colleagues take over in the fourth quarter. Cleve Franklin and Mark Jackson hinted at things ahead—sophomore Jackson scoring a touchdown. Senior Robert Armstrong came off the bench, class personified, and hurled a 51-yard bomb to Alcy Jackson.

Suddenly the miracle season was over. There were the Golden Helmets aloft as the band played. There was the last triumphant "Sic 'em Bears" followed by a jubilant "We're No. 1" chant.

Cotton bolls lined the ramp to the dressing room and the Cotton Bowl's Field Scovell asked the team the unnecessary question: would they be willing to play Jan. 1?

EPILOGUE. December was a time of individual honors for the team—Schulz and Luce on the All-America lists, a raft of Bears on the conference all-star teams. For the fans it was button, bumper sticker and bragging time. Songs were written and recorded. Books were published and posters were pasted up. The team got keys to the City of Waco from Mayor DuConge at a Chamber of Commerce-sponsored open house in the Convention Center, and little boys took advantage of the opportunity to get footballs, jerseys and old programs autographed by the team, mementos which their fathers will treasure for years to come.

Every championship has this kind of tinsel and glitter. But to appreciate the 1974 Baylor championship, one would need experiences like the fan who, as a child, saw his father jump up and down in

front of the radio that day in 1941 when Baylor tied No. 1 Texas, 7-7; the fan who saw a 1970 pass completion against Texas, amazingly like this year's by Ricky Thompson, which would have put Baylor ahead, and then saw the receiver, Don Huggins, kneel and beat his fists in the end zone when a penalty nullified it; the fan who walked out of Rice Stadium in 1973 with All-SWC Charlie Dancer after a humiliating defeat and wished so hard he could think of something to say that would make the littlest Bear with the biggest heart he had ever known lift his head and smile.

To really appreciate it one would have to be Mrs. Marie Mathis sitting at work in her Baylor office on Saturdays listening to the games on the radio. You would have to answer the phone and hear an old fan in a far corner of the land asking what the score was and if she would put the phone down by the radio for a few minutes.

One would have to be Grant Teaff and see the tears in the eyes of an elderly visitor who had come by to congratulate him and his team.

You would have to have the insight expressed in The Baylor Lariat editorial which appeared just after the Texas game:

"But winning—or losing—isn't what it's all about. It's the trying, the playing-your-hearts-out, the pride, that really matters in the long run. Bask in the glory of the football team. Be proud. But don't be any less proud if they lose next week. When you try your best and play your hardest, that's all you can do. And that's something to be proud of."

When your team tries and loses, you learn to love the trying instead of the winning. Then when your team wins, the victory is a rich reward, heaped up, pressed down and running over.

BAYLOR — 34 TEXAS — 24

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Indelible memories and the sweetest of all miracles

by TOMMY WEST

A SOPHOMORE SURPRISE, quarterback Mark Jackson (No. 17) rushed to the firing line when starter Neal Jeffrey was injured in the early going and helped direct the Bears to a shocking upset in the Ozarks. It was not the last upset the Bears were to fashion, nor the last time Jackson would sparkle in an emergency role. The Bruin victory reminded the author, an old Baylor grad, of another year and another Baylor upset over Arkansas. (At right, Jackson is in high gear, en route to a collision with Porkers Hal McAfee, No. 76, and Brison Manor).

A Baylor fan of long standing, who had known disappointment before, watched and listened, and remembered, as his team's Impossible Dream took shape

There are thousands and thousands of Baylor football fans who have fought the never-rewarding battles in the trenches, in the stadium, in front of the radios and occasionally televisions—the battles of hope and promise that forever and ever have fallen somewhere short of fulfillment. They go back for generations, and the older they are, the more tales of heart-break and disappointment they can tell.

It's like the depression and prohibition. Stop any oldtimer on the street, and they can tell you what it was like.

I go back with Baylor football maybe 25 years, for merely half of the ancient championship drouth, back to when I first understood what radios and fumbles were. So there is nothing especially significant about my association with Baylor. There are thousands and thousands of stories. This is merely one of them...

IT WAS LATE afternoon of October 12, 1974, and the still strange darkness of Central Standard Time was beginning to make its threatening gestures. Baylor had had a good chance against Arkansas. They had had a chance to put it away and it would have meant another mighty start on the conference schedule, another first step toward what everyone realized had become over the years the impossible dream—the Cotton Bowl. But it would have at least been a step. But Baylor had not scored, and Arkansas again had the ball, and time was running out.

I left the room and went to get another pop from the refrigerator. I stayed longer than I had intended, and suddenly there came a cry from a friend still in the radio room. Arkansas had fumbled. Baylor had recovered. Baylor had scored. Baylor had won. It was done.

I returned disbelievably to the room and listened. It was true. The game was over. The broadcast from Fayetteville ended. The local disc jockey came on, and he was talking about what time the Baylor team would arrive back at the airport in Waco.

And I remembered...

IT WAS COLD that night in 1963 on the dirt road somewhere behind the air-

port, but mostly it was dark and lonely. My fellow reporter and I sat helplessly in the car, hopelessly lost, and watched the twinkling lights of the big airplane as it swooped low over our heads.

We had been sent to the airport that night to do a story on the Baylor Bears returning from Fayetteville, where they had upset the mighty Razorbacks, the defending Southwest Conference champions. We had been sent by a city editor who knew a secret shortcut to the airport. There hadn't been much time, anyway, and when the secret shortcut led to a dead-end, we knew we were in trouble.

By the time we got to the airport, the plane had landed, the players had boarded a bus, and the bus had gone. All that was left was hundreds of jubilant fans, all lined up in their cold-weather-condensed-carbon-monoxide-vaporizing cars, like

back-pack refugees reluctantly fleeing glee, going nowhere in the jam.

I spotted a friend and grabbed him by the coat collar. What had happened? What did they do? What did they say? What was it like?

He helped a little, although not having been sent there to report the event, he hadn't recorded many facts. It wasn't much to hang a news story on, but I headed for the pay telephone. I figured to try and wing it with a lot of bouncing adjectives and bubbling verbs.

I still had in the back of my mind the picture of the long lines of cars, the smiles from back-seat windows, and, behind the wheels, the weary, nodding heads of dozing drivers waiting to move. Something from a Robert Frost poem clicked into my thoughts, and I finished my frail and frivolous story with the line:

"And they didn't seem to care that they had miles to sleep before they went."

The next week, a friend of mine in the Baylor Journalism Department said that the late Dave Cheavens, chairman of the department, had used the story in class, as an example of writing that makes the readers feel that they, too, are at the scene of the action. Bless his heart. I never had the courage to tell Dave Cheavens I hadn't made it to the scene in time for the action...

IT WAS EARLY in the third quarter and drizzling at Baylor Stadium when green jerseys came suddenly crashing through the line and smacked a Texas punt back at the punter. It had been Texas 24, Baylor 7, before this first in a series of miracles. It was a slim, token chance. Then it was 24 to 14. Then another



Bill Moore

Aubrey Schulz

Cleve Franklin

Joe N. Johnson

Mike Hughes

Rell Tipton

The Bruins look back on a golden year

Punter Bill Moore looks at the Florida State game and the season in general: "We were behind 17-0, and we came back and proved we were champions. My personal highlight was the team winning the conference and me helping out in that respect even though my average wasn't all that good."

Center Aubrey Schulz compares his performance this year with last year: "There is really no comparison. Last year, I was hurt. I didn't weigh much, and everything went wrong. This year, nothing has gone wrong, I haven't had any injuries and I've gained weight. The game that sticks out in my mind is the SMU game. I was really in the spotlight that week, and then I faced Kelcher. I remember one block in that game when I drove a linebacker eight or nine yards into the end zone. Beird scored on that play."

Tailback Cleveland Franklin looks back at his first carry (late in the Texas game) after recovering from a shoulder injury. "I don't know that it surprised me to be in there (when Steve Beird got hurt) because I knew what I could do. But still it was good to be in there for that one play. Last year, I worried quite a lot about fumbling, and I did at the first of the season. But, I don't anymore."

Joe N. Johnson explains his job as center on the specialty teams, perhaps the most unheralded job on the team: "It's unique in that you can't mess up. One snap over the punter's head, and that's the ball game. A receiver or running back doesn't have that much pressure. Our punt team is a unit, and coach Teaff said we had as much to do with winning the Texas and Tech games as anyone."

Offensive tackle Mike Hughes tells about two key plays against Arkansas and Texas: "The first one came in the Arkansas game when we scored three times on one drive and had two of the touchdowns called back. That gave us so much confidence. Then, in the Texas game, when Johnny Greene blocked that punt. When that happened, it was an eerie feeling, and deep down inside, I thought this was going to be the year we beat Texas. It got us hot inside, and we went on from there."

Offensive guard Rell Tipton reflects on Baylor's win over Arkansas: "That was the most important game of the season, I feel, because they had been a perennial power in our conference, and we hadn't beaten them in quite a while. They had the credentials because they had just beaten Southern Cal, and we could really relate to that."

miracle—slim reason to hope, but nothing more. Then it was 24 to 21. Then another miracle. And another. And Baylor actually had a chance to win. If they could hold on. If they could hold Texas. If they could hold the ball. Joy was building in the stands, but there was also a wrenching, terrible dread.

And I remembered...

ANOTHER BLEAK, drizzly day in the fall of 1963, and weeks of waiting and wanting had all come together at Memorial Stadium in Austin. It had been billed throughout the nation as the classic confrontation between the running team and the passing team. The running team had what it always had—strength, depth, talent, poise, and the cream of the high school crop. But the passing team had

something, too, a pair of magicians named Don Trull and Lawrence Elkins.

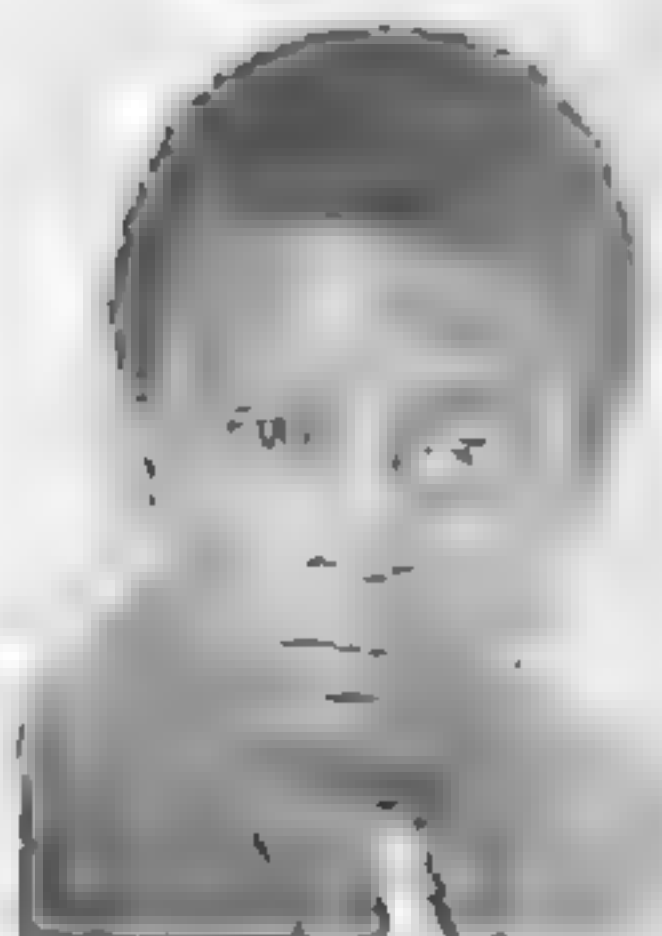
Would it be enough to overcome the running team? If so, it would overcome thirty-nine years of frustration. If not, it would be forty and wait.

For the week before, it had been nothing but the pure passion and fury of unmitigated spirit on the Baylor campus. Finally, The Baylor Lariat published a special Saturday edition, with a special editorial printed in green ink inside the outline of a green candle on the front and only page. The editorial was a special message intended to inspire the football team to victory, and now, at a few minutes before 2 p.m., I, as author of the editorial, knocked on the door of the visitors dressing room in Memorial Stadium. In a few minutes, a taunt-faced

John Bridgers came. He accepted the copies of the special edition without comment. I doubt that they ever got any farther than that.

EARLIER in the year, a national magazine, in a story about winning and the University of Texas, quoted Darrell Royal as saying something about anybody whose green socks had fallen down around his ankles surely wasn't a graduate of Texas. Royal said he made the comment without any special malice or intent, but backers of Baylor took it on the nose. And when the teams came charging up the dressing room ramps and onto the field, John Bridgers had a grin on his face and green socks on his ankles. Few will ever forget that sight.

It was close throughout the game, but



Pat McNeil



Tim Black



Scooter Reed



Ricky Thompson



Ronald Burns



Bubba Hicks

Baylor's '74 grid champions speak out

Fullback Pat McNeil puts his winning touchdown run against Texas Tech in perspective: "Opportunity. That was a big play, but it wasn't a big deal. I was just doing my job. I had my best year, and it was because of opportunity. I have the confidence and ability, and when the opportunity comes my way, I do the job."

Defensive end Tim Black explains his overall play this season: "People say I started coming on at the end of the year, but I wasn't really doing anything different. The defense just matured, and we all made some big plays. My best game was against SMU because I was able to stop their runners behind the line a bunch. It was a challenge because they had super running backs and one of the best offensive lines in the conference. The opportunity was there for me, and I was fortunate enough to take advantage of it. But that's the way our defense has been all season—we've taken advantage of the other team's mistakes and worked it to our advantage."

Scooter Reed tells about playing cornerback as a freshman: "When I switched to cornerback, it was kind of a surprise to me. I'd played both ways in high school, but I thought I'd be used on offense here. They did tell me I might be used on defense. Then, when Gary (Green) got hurt, and I got the call, I was scared. But it didn't take long to get used to defense. My speed (9.4 in the 100) helped me sometimes. It felt good to be able to step in as a freshman and contribute to a winning season, especially winning the conference and going to the Cotton Bowl."

Split end Ricky Thompson reflects on the team's many comebacks: "The thing I remember most is coming back so many times. It takes something to come back like that. And so much of it was in the fourth quarter. It seems like we didn't start playing until we got behind. The Texas game sticks out more than any of them. We just believed we could come back, and nobody gave up."

Freshman cornerback Ronald Burns talks about his finest moments: "I like to hit people, make them sting. I want them to remember me. I guess the play I remember most is when I hit Roberts (Tech quarterback Don) because he didn't get up right off, and it stopped their drive and helped us win. But then again I really enjoyed hitting Akins (Texas quarterback Marty) the whole game. When he looked up, I was there. I heard one of their offensive guys say, 'Hey, where's this guy keep coming from?' Both these wins and us winning the championship mean a whole lot to me."

Kicker Bubba Hicks finds some good in the loss to Missouri: "I think the turning point was losing the Missouri game with the thought that we had no doubts in our mind that we should have won. We knew we were a better ball club than that. We realized our potential in the first two games. We found out what it would take to win. That's when we decided what the winning formula was going to have to be."

the way Texas kept hitting the Bears, it seemed hopeless. And then, with only two minutes or so to go, leading 7-0, Texas fumbled. Baylor had the ball. And for the first time all day, they really moved. Toward the Texas goal. And toward every delicious and elusive emotion that now lay just beyond that skinny white stripe.

Then there were only seconds to go, and the magicians were on the stage, and Trull threw for Elkins and for everything. And it seemed that Elkins had the ball in his arms in the end zone. But then the ball hovered, and froze, as if a still picture had been mistakenly inserted into a movie. Then, abruptly, the action con-

tinued. And the ball fell into the outstretched arms. Only they belonged to a diving Texas man, Duke Carlisle.

The movie was over. And so was another dream. Down on the sidelines, the green grass of Memorial Stadium was chilled and soggy to the knees. Somewhere the Texas touchdown cannon roared. It carries only blank charges. But for many a Baylor fan, it might as well have carried steel shot aimed at the soul...

IT HAD COME unexpectedly but without a lot of the imagined thrill and suspense, this first trip to the Cotton Bowl and this first Southwest Conference championship in 50 years.

Baylor first had won the Cotton Bowl trip by proxy, on the day after Thanksgiving when Texas beat A&M. Then it had won the Southwest Conference championship, decisively and methodically rubbing out the Rice Owls.

And now, the dog had been chased from the field, the game was all but over, and somewhere in the city, horns already honked, and George Stokes was on the microphone, telling the frozen forty thousand: "Only another minute and a half to go, ladies and gentlemen."

And I remembered...

I LEFT WACO for Houston in the late 1960s, long after the talk had circulated



John Slaughter



C. McClanahan



Johnny Greene



Don Bockhorn



Brian Kilgore



Dennis DeLoach

Reflections: A big season's big moments

Linebacker Johnny Slaughter speaks out on depth and his biggest play: "The coaches said before the season they needed depth, and I like to think I've helped there at linebacker. I guess my biggest play was recovering the blocked punt against Texas. We knew before the play we had to have it because our whole season was vanishing. Their punter was kind of slow in getting the kick off, and we were all in on him. The next thing I knew, the ball was on the ground, and I just reached for it. It was one of the happiest and most important moments of my life."

Cornerback Charles McClanahan looks back at his mid-air fumble recovery against Missouri: "When I scored on the 96-yard fumble, it meant a lot because it was the first time I'd played. They drove a long way on us—down to the four. We were in a goal-line defense, and the ball just popped into my hands. I took off instinctively, I guess, and there was only one guy in my way. I shook him off, and he only got a hand on me. Gary Green was right behind me, and I looked back on the 20 or 30 and saw I had it made."

Johnny Greene tells about blocking the punt against Texas: "We'd worked on the specialty teams real hard before Texas—we felt like we could block one of their punts. When the time came, the situation was perfect. We had to have it, that was all. I lined up on the right end, and Earl Campbell was the upback supposed to take anybody that got to the punt. John Oliver had been getting through from his nose-guard spot all season. He got through and Campbell hit him, and that allowed me to get through and block the punt."

Linebacker Don Bockhorn looks back at his record 59-yard field goal: "I said that I didn't just want to be remembered as the guy who kicked the 59-yard field goal. I came to Baylor to play, not just kick. I could have gone to some other schools to kick. I want to feel like I contributed to the championship season at linebacker, and I think I did. Of course, I don't mind the field-goal record because it's nice to have. In fact, I kind of like it. I knew on the sideline I could do it because I'd done it a lot in practice. I told coach Teaff I could do it, and he said to give it try."

Wingback Brian Kilgore talks about watching from the bench during the Bears' championship season: "The thing that affected me most after being a two-year starter was not being able to be a more significant part of the team after being injured most of the time. But I couldn't be more happy with the outcome of the season. This is why I came here. That makes it all worthwhile. I'm just glad Phillip (Kent) could step right in and take up the slack."

Defensive end Dennis DeLoach reflects on being a fifth-year senior: "You know, if I'd passed up this year and gone ahead and graduated, I'd be crying right now. I can't really explain how it feels to win the conference after having all the downs we did the past four years. It's funny because my mother has a Christmas wreath hanging on our front door at home. It says, 'We're going to the Cotton Bowl with Dennis'. It's nice for my family to have something like a son playing on the Southwest Conference champion. That shows it not only means a lot to the players but also to the family."

about Texas and Arkansas and some sort of Super Conference for the Super Teams. The dream of 1963 and of so many long-ago seasons had turned into faint, dusty memories, even in the heart of such a newcomer fan.

My first year in Houston, as a member of the *Houston Post* staff, I was on the aircraft carrier that picked up the first men to land on the moon, and I remember thinking that surely history—at least the history of my time—would record this as the most amazing feat of all.

It was only a few months, however, before the New York Mets won the World Series (the New York Mets!), and people stopped talking about the Amazing Men on the Moon and began talking instead about the Amazing Mets.

Incredible, I thought.

I left Texas for Cincinnati a year or so

later, and during my first year in Cincinnati, the following things happened:

The traditional opening day of the baseball season was held in Cincinnati, the birthplace of professional baseball. The Reds played their last game in historic old Crosley Field, and then their first game in sparkling, spanking Riverfront Stadium. The All-Star game was held in Cincinnati that year, and the National League won. The Reds won the division title, and the National League playoffs began in Cincinnati. Cincinnati won the playoffs, and the World Series began. In Cincinnati.

It was more than an amazing year for the Reds. It was a miracle year, as that earlier year had been for the Mets.

Incredible, I thought. That's two.

I came back to Waco several months ago, and as various seasons started to un-

fold, I began to look half-heartedly, because I am half-heartedly superstitious, for the third miracle. The charm.

I looked first to Houston, where the Astros were long overdue. They moved. But they faltered.

I looked to the Texas Rangers, who were playing amazing baseball. Perhaps miraculous. But they faltered, too.

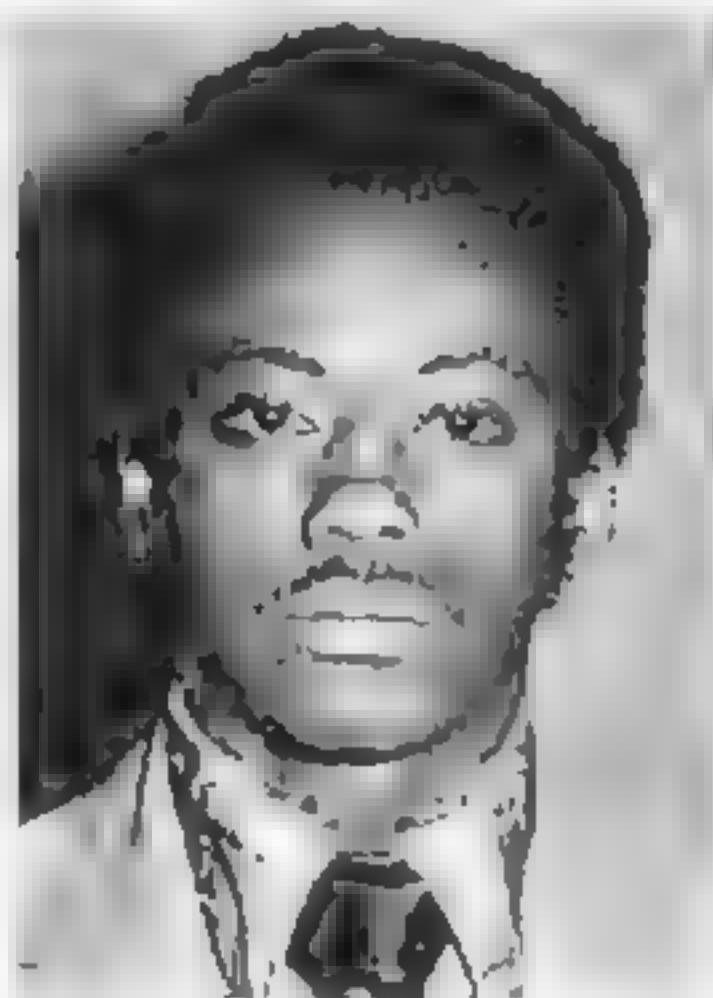
So I looked to Dallas, willing to forego a miracle for a sure thing. But even the Cowboys were losing. (The Cowboys!)

And then, suddenly, I was sitting, half-frozen, on Row 14 on the West Side of Baylor Stadium, and George Stokes was saying we only had another minute and a half to go. Of fifty long, dry years, only 90 seconds remained.

And I remembered. And realized that, all year, I had been looking in the wrong place.



Leslie Benson



Harry Mercer



John Oliver



Wharton Foster



Steve Beaird



Billy Tate

Perspective: The Bears talk about '74

Nose guard Leslie Benson tells about his performance in the Texas game: "I played the second half against Texas at nose guard, and that had to be the best few moments of my career. Texas had recruited me and told my coach in Los Angeles they'd call me. Then they said they didn't need me. I had it in for them. I'm just glad I got the chance to play and do my best. Stopping them in the second half was one of the proudest moments of my life, and a great example of team unity."

Freshman Harry Mercer talks about his role during the week of the SMU game—playing the role of Mustangs' quarterback Ricky Wesson: "They run the wishbone, and we needed to practice on containing the quarterback because Wesson has good moves. Coach Teaff was using me to show the defense how to get the right containment. I felt like I was helping the team because our defense was getting a good look."

Nose guard John Oliver talks about his biggest play: "It was the first play of the Oklahoma game. I hit their center, who was real good, and I hit him hard. It helped to build up my confidence. Then, when I saw all the other guys doing the same thing, I thought, 'Hey, we might have something here.' To sum up what it's like playing on a team with the players and coaches we have and then watching them accomplish what we have, the feeling is just indescribable."

Defensive tackle Wharton Foster talks about his best game: "I guess the game that really made me feel like I belonged and gave me confidence was the Oklahoma State game. I made five tackles behind the line of scrimmage; that showed me I could play. I'm kind of superstitious because in the past I'd been on a winner one year and a loser the next. They kind of alternated. This year was the year to win. Now, I'm really superstitious."

Tailback Steve Beaird explains the situation at halftime of the Florida State game with the Bears behind 17-0: "We went into the dressing room feeling real bad. We didn't really want to go back out. But, it seemed it was at that point that we unified and pulled together after everyone had their say. Everybody who came out for the second half was ready to play. That second half kind of set the tempo for the season."

Nose guard Billy Tate reflects on his best game: "My best game and the turning point was Arkansas because if we hadn't beaten them up there, then we wouldn't be where we are now. But then again, if we hadn't given Oklahoma such a tough game, we might not have gotten the confidence we have. The Oklahoma game showed us that we could beat people, and it also gave our fans faith that we could beat people and that they might be in for a surprise year."



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The bomb was ticking, ticking, ticking...

Then whamm!

And they went wild in Waco

Longhorns were meeting Aggies on the day after Thanksgiving and it quickly developed into a day of thanks for the Bears

EMOTIONS ARE HIGH as members of the Baylor football team chart their destiny with the help of the Texas Longhorns' decisive nationally-televised win over Texas A&M. Although the 'Horns' victory did not give Baylor the league title (that came almost 24 hours later with a Baylor triumph over Rice), it did assure the Cinderella Bears of a Cotton Bowl berth.



GRANT TEAFF holds a piece of the past — a newspaper clipping telling about Baylor's 1924 Southwest Conference football championship — that ironically parallels his team's success 50 years later.

by **JIM LASSITER**

(Reprinted from the Arkansas Gazette)



At half past 10 Friday morning in Waco the strong northerly wind began to blow big drops of rain down the almost deserted streets. A gray day turned ugly. By 11:15 a.m., a couple of downtown businesses closed for the day. The bomb was ticking.

At the Baylor University football office Grant Teaff came in late. "I've been at home sitting and worrying," he said. "I had to do something."

The weather report on the car radio said the temperature was in the low 40s. It felt

colder. The newsman reported there was a chance of snow in Dallas, 100 miles up the pike.

At 11:30 a.m. a few of the Baylor football players had taken a seat in the Letterman's Lounge. Tailback Steve Beaird sat alone, biting his fingernails. Charlie Dancer, a wide receiver at Baylor a year ago and a private in the United States Army now, came into the lounge. He was warmly greeted. "Had to be here for this," said Charlie. "Came in from Louisville, Ky." The bomb was ticking.

At 11:45 a.m., as if by magic, the big color television came to life. Bill Fleming of ABC Sports was talking with Frank Broyles of Arkansas. Broyles was talking about the Texas Longhorns. He admired their offense. Fleming began talking

about Texas A&M. He admired the Aggie defense.

Suddenly, the picture switched to the Goodyear blimp, high above Austin's Memorial Stadium. The cameraman panned the countryside. "There's my home, there's my house," yelled Aubrey Schulz, the Baylor University center. "See how close I live," he yelled. Indeed, the small white frame house he pointed out was almost in the shadow of the giant stadium. The bomb was ticking.

Grant Teaff slumped down on the floor, directly in front of the TV screen. He was fidgety. He sat up. He lay back. He got up and walked for a few seconds. On the screen the Longhorns had just won the toss. Texas took the strong wind. Grant came back. He slumped to the floor once

more. He lay back again. He sat up again. He got up.

The Bears cheered Willie Nelson as he sang the national anthem. The Bears cheered the Longhorns as they came out of the tunnel onto the field. Quarterback Neal Jeffrey flashed the Hook 'Em Horns sign. The Bears booed the appearance of the Aggies. The bomb was ticking.

The kickoff. A short return. First play from scrimmage. "Fumble," yelled Flynn Bucy, a soph defensive tackle. "He did, he did," yelled Bucy again and again as the ball was spilled. "Texas has it, Texas has it," screamed Bucy. His voice was doused by the cheers from his teammates.

Grant Teaff jumped to his feet. He could not sit still. "Unbelievable," he said. "Oh, me. This is a weird feeling.



Gary Green

Joe C. Johnson

Neal Jeffrey

Flynn Bucy

Chris Quinn

Gary Gregory

Baylor's '74 grid champions speak out

Cornerback Gary Green views his injury-marred season: "After I got hurt (in the Oklahoma State game—knee injury), I didn't come around for awhile because I knew coming to practice and not playing wouldn't do me any good. It was real tough having to watch while this (championship season) went on. But that just gives me incentive for next year. I tried to help some of the other defensive backs if they had any questions or anything. I'm okay now, and I just want to hit somebody. It's been building up inside me, and I want to really pop somebody in the Cotton Bowl."

Defensive tackle Joe C. Johnson talks defense: "Our defense this year was more of a unit. Everybody did their job. I can't really be satisfied with my job because I'm always looking for improvement. I don't try to be a hero because I'm not a selfish player. That's kind of the way our whole defense was—more of a unit, a family. We matured a lot and made the big plays when we had to, kind of like in 1972."

Quarterback Neal Jeffrey explains the Bears' offensive game plan for the Texas game in which he passed for 351 yards: "We had the same type game plan that we had had before. As it turned out, we got that quick hitter to Alcy for the touchdown. We were hot passing so we decided to stay with it."

Defensive tackle Flynn Bucy looks back at his performance: "I can't really explain my performance toward the end of the season except that playing linebacker (in high school) helped me at tackle. At linebacker, I spent a lot of time reading offenses, which defensive linemen don't usually do. That helped me quite a bit. One of the most important moments for me was against Texas Tech. I jumped over two players and stopped the runner for a loss. The reason it was important—besides forcing them to punt—was because I'd had a knee injury last year, and when I was going over the players I was thinking 'Will my knee hold up?' It did, and from then on, I went with reckless abandon."

Chris Quinn explains the importance of the specialty teams: "The specialty teams had some trouble early in the season, and coach Teaff gave us a challenge. He said the offense and defense had improved, so let's see if the specialty teams can improve and be the best in the conference. I guess it paid off best when we blocked the punt against Texas because that was the turning point that put us in the Cotton Bowl. It gave us confidence and momentum. Just being on the field when that happened made me feel like I was a big part of the team."

Offensive tackle Gary Gregory talks about the excitement of the Texas and SMU games: "That one play (blocked punt) really sticks out in my mind even though I wasn't out there. It gave me an extra spark for the season. I think the most exciting game was the SMU game. That's the best feeling I've ever had. We came out and took the ball right into the wind and scored. That was probably our best overall effort of the season. Everybody just seemed to jell."

This is so important. And I have no control."

"Give it to Early," the Bears shouted. Campbell got the ball. Suddenly, Raymond Clayborn was outside. His way was clear. "Touchdown," screamed Flynn Bucy as Clayborn made the five. After the score, after the extra point, after the kickoff, Bill Fleming's voice could be heard again.

Texas A&M had the ball again. Bucky Sams broke over the left side. Then Texas' Lionel Johnson stole it and began the other way. He scored. Texas 14, Texas A&M 0. The bomb was ticking.

"Unbelievable," said Teaff. His young kids cheered and cheered. "Don't expel all your energy," Grant shouted. "They don't need any help. They've got it made."

It was 54 seconds into the game and Grant Teaff had his every dream answered. "I couldn't have written the script any better," he conceded. Fleming said something about them being wild in Waco.

Another fumble, "The Aggies are just too tight," said Teaff. "I had a feeling

they might be." Texas got a field goal this time. "That was important," Teaff said. "The wind will be with A&M the next quarter."

Teaff was up again. He went to the telephone. "I had to call my wife," he said. "I wish I hadn't. She reminded me what can happen to a team 17 points ahead."

Twice this impossible season Baylor came from 17 points behind to win. First against Florida State. And then against Texas. It was that 34-24 victory over Texas that made Friday important to Baylor. If the Bears don't come back to win that one, Friday was just another game. But they did come back. And it wasn't just another game. The bomb was ticking.

The Aggies finally got three points, 17-3. The quarter ended. Texas was driving again. Then Marty Akins broke loose and scored again for the Longhorns. Grant Teaff smiled, really smiled for the first time all day. He looked comfortable as they broke for the half.

Texas A&M doesn't have enough offense to come back," he said privately,

as if not wanting his team to hear him. "We've got it," he yelled. The bomb was ticking.

The Baylor players sensed what Grant Teaff was saying. "That's a lot...26-3," said Jeffrey. "That's a whole lot."

It was more than enough, really. Texas continued to make the big plays. The Aggies made nothing.

Earl Campbell ran again and again. "I tried to recruit Earl," Teaff said on one occasion. "It was between us and Texas. I told him he could put us in the Cotton Bowl. And sure enough he is."

Akins scored again. It was 32-3 now. But Marty lay still in the end zone. "Get up, get up," the Bears yelled in unison as the rugged Texas quarterback limped to the sideline. "He'll be back," said Bucy. Flynn was sure of it. And it came to pass. The bomb was ticking.

With five minutes left, Grant went to the middle of the room. He quieted his team down—and made the victory speech.

"No workout today," he began. A cheer. "We're in a bowl game," he said. A



Sam Harper



Napoleon Tyler



Robert Weygandt



Alcy Jackson



Mark Jackson



Jim Arnold

The Bruins look back on a golden year

Tight end Sam Harper remembers the drive in the Arkansas game in which Baylor had to score three times: "That kind of set the pace for the rest of the year. It was a fight all the way, but that showed what we were capable of. Of course, I think beating Texas was big, but I think beating Tech was bigger because of everything at stake."

Offensive guard Napoleon Tyler sums up the feeling of the team on its performance this year: "Our team just keeps getting better, game after game. Everybody wants it. I guess it is the feeling from last year of coming so close but falling so short. I guess the guys who weren't here last year can sense that feeling."

Cornerback Robert Weygandt looks back to the Oklahoma game: "The OU game meant a lot to me. Even though they beat us, we played well. But, looking back, I can see where we could have beaten those guys. We matured as a team with that game. I just hope we can hit our peak in the Cotton Bowl."

Split end Alcy Jackson tells about his performance (7 receptions for 161 yards and one touchdown) against Texas: "That 69-yard touchdown pass was just supposed to go for six yards. Texas is the type of team I can get fired up for. Last year, I was so fired up to get in the game, but I had Charlie Dancer in front of me. When we get ready to play Texas, I'll always be ready."

Quarterback Mark Jackson talks about his debut in the Arkansas game: "All I remember is that I was real nervous. But after we got things going the second time, the nervousness seemed to be gone. I guess that it was the greatest victory of my life at the time. Now, since that time, I'm not nervous at all when I go in."

Defensive end Jim Arnold compares this year's defense with last year's: "The difference in this year's defense and last year's is that the system is much simpler. Last year, everything was pressure-packed. Coach (Corky) Nelson came in with an easy approach. If you make a mistake, you just do your best not to let it happen again."

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November 9, 1974



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louder cheer. "But our work is against Rice." Silence. "Our goal is still attainable—to win an outright title. We don't want to back into this thing," he said.

From the fringe a photographer from *People Magazine*, in Waco to do a profile, handed Teaff a picture frame. It enclosed an old newspaper, dated Thursday, November 27, 1924. The *Austin American* headline read: "Texas Whips A and M" on one eight-column banner and the eight-column banner on the second deck said: "Baylor Beats Rice and Wins Conference Title."

Grant showed it to his team. "That's the last time it happened," he said. They

all knew it. Suddenly, the countdown. The last 10 seconds passed rapidly.

The bomb exploded.

The Baylor Bears had won the Southwest Conference title. Come January 1, 1975, Baylor University will meet Penn State University in the Cotton Bowl in Dallas.

Over at the ticket office, the telephone wouldn't stop. People kept driving around and around Baylor Stadium. The horn-honking wouldn't stop.

A strong northerly wind continued to blow big drops of rain down streets, now overflowing with happy people. A gray day was turned beautiful.

There hasn't been one like it in Waco in 50 years.



Derrel Luce

Robert Armstrong

Phillip Kent

Tom Turnipseede

The Champions Speak Out

Linebacker Derrel Luce compares 1974 with 1973: "The big difference in our defense is that we made the other team work for their points. We made them drive. Last year, we gave up the big play of 70 or 80 yards. Also, the offense cut down on the turnovers, which didn't put as much pressure on us. Although I've made a few big plays, I don't think I've made as many as I should have. Last year, the linebackers weren't supposed to move across the field to make the tackle. We were supposed to play an area. This year, coach Nelson came in and said he wanted the linebackers to be in on as many tackles as they could. I felt like I had good lateral movement, and that enabled me to get around the field."

Senior Robert Armstrong pinpoints one of the reasons for Baylor's gridiron success: "There is just no comparison of the attitude of the guys this year with those in the past. The guys don't mind working. The big thing this year was that it was fun. That was what I looked forward to."

Wingback Phillip Kent singles out his best performance of the season: "I think the Arkansas game was it. I thought I had a real good game. But, I can't help but look back at the Florida State game and that kickoff return that opened the second half. Those are the two games that really got me going."

Rover Tommy Turnipseede tells why he came back for a fifth year: "Before the season, I said I was coming back to play in the Cotton Bowl. But really, I was just hoping for a winning season. Realistically, that's what we all were looking for. I think me being here—and Dennis (DeLoach), too—five years helps us appreciate the conference championship and playing in the Cotton Bowl more. Last year was the biggest disappointment I've ever been through, and I wanted a chance to redeem myself and help the team do something we could be remembered for. We wanted to be proud, and I wanted to have something left behind me at Baylor University that I could talk about the rest of my life."

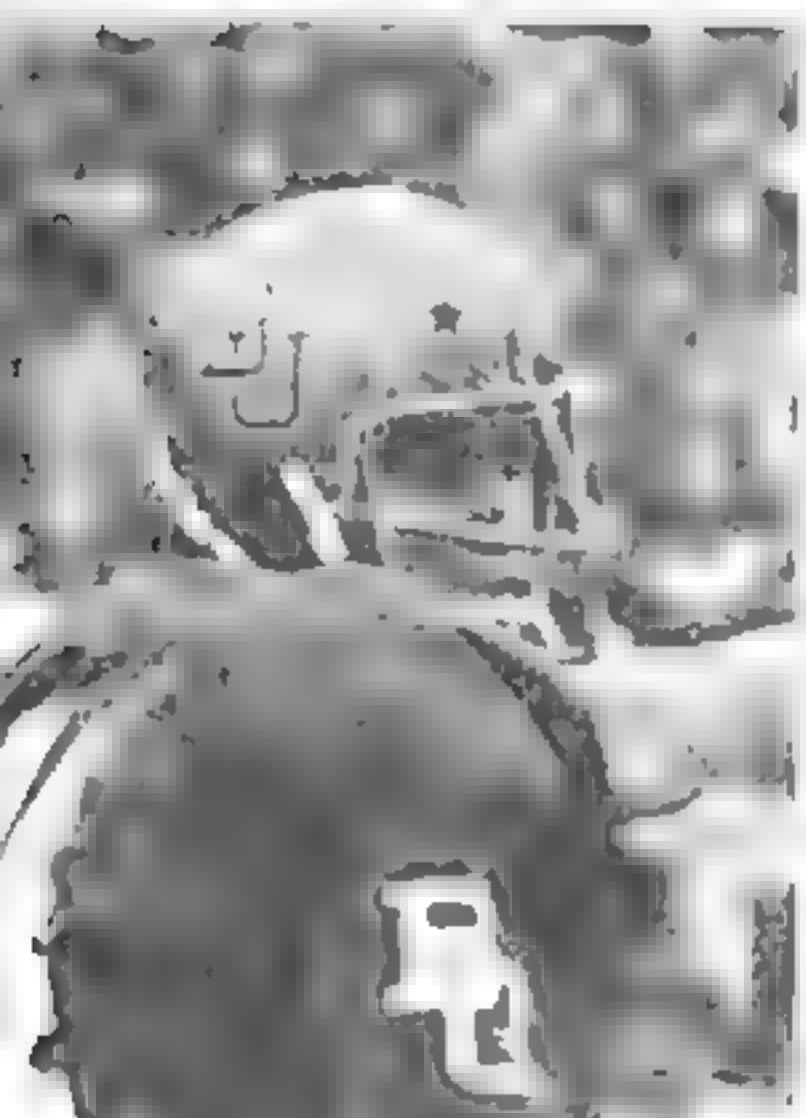


(Season Record: 8-3. SWC Record: 6-1)

The Game

The Crowd

Baylor 11	@Oklahoma 2861,826
Baylor 21	@Missouri 2844,000
Baylor 31	Oklahoma State 14		.33,000
Baylor 21	@Florida State 17	.	.25,432
Baylor 21	@Arkansas 1743,020
Baylor 0	Texas A & M 20	. .	.51,200
Baylor 21	@TCU 718,837
Baylor 34	Texas 2443,100
Baylor 17	Texas Tech 10	. .	.32,000
Baylor 31	@SMU 1440,168
Baylor 24	Rice 340,500



The day they shocked the Sooners; it was a sign of things to come

The Oklahoma Game: Grant Teaff's Analysis...

"Going into the game I had a lot of confidence, and I don't really know what it was based on except I felt we had a three or four times better team than we had the year before. I really felt things were ripe for us before the game. I remember telling one of my coaches: 'If we were writing a script for this game, it couldn't be better for us. Here we are, a 43-point underdog, and we're a lot better than anyone gives credit for.' Then when we got out there, we made some good things happen. We knocked the ball loose from them and got it in our end zone for a touchback. When that sort of thing happened in '73, the other team got it for a touchdown. Also, we were able to move the ball on them a little better than I expected. At halftime, when we left the field, we crossed paths with the Oklahoma players and I can still see the look of astonishment on their faces. I was convinced when we left the field at halftime that we were going to be competitive in 1974. I think without question that the Oklahoma game established our confidence; after the game, in the dressing room, everyone knew we were a good team and that we were going to win some games. Beaird and Jeffrey played well in that game and Luce was outstanding, and our three defensive down linemen played well—that had been a question mark. So although we lost, it was a plus game for us."

Comments from the Bears...

Linebacker Derrel Luce: "I'm glad we were able to hold them scoreless for two quarters (second and third), but we've got to have a better effort in the fourth quarter. If we had shut them out in the fourth quarter, we'd have won the game, 11 to 7. That's what I keep remembering."

Sophomore cornerback Gary Green: "My impression of Oklahoma is they're a great team. But I do think our defense did a super job against them. This ought to help us a lot—ought to help our confidence. Our defense ought to have more confidence than it ever had last year."

Tailback Steve Beaird: "I almost broke a couple of times but that Shoate is so fast. Heck, they all are. But we surprised them. We could have beaten them. But this game is going to mean a lot to us. Our offensive line is blocking better now and there's no question our defense is much improved over last year. But we can improve some more and we will. We're going to have a winning season. It's just a matter of time."

Comments from the Sooners...

Halfback Joe Washington: "We knew they had a good team but I don't think the people of Oklahoma expected them to have that good a team. Their defense is just much better than last year."

All-America linebacker Rod Shoate: "Baylor sure came to play. They were tough, much better than what we faced last year. They brought some new players with them."

Halfback Grant Burget: "They're sure a lot better than last year. They made us work a lot harder."

Coach Barry Switzer: "Baylor played a great game and I went to their dressing room to tell them so. They gave great effort and ought to feel they can hold their heads high."

Oklahoma, rated No. 1 and favored by 43 points, expected a laughter, but before the firing ceased the laughs almost belonged to Baylor

The date was Sept. 14 and the place was Norman, Okla. The Oklahoma Sooners, No. 1 in the nation in the preseason polls, were opening their 1974 football season against the Baylor Bears, No. Nothing in the polls. A Sooner-dominated crowd of 61,826 turned out to watch their favorites—Joe Washington and Steve Davis and Rod Shoate and all those heroes—roll up the touchdowns while they enjoyed all that nice sunshine.

Ah, the best laid plans of mice, men and Sooners. Amid all that sunshine, it almost rained green and gold on OU's parade.

Favored to win by 43 points, Barry Switzer's Big Red led by five points at halftime and two points at the end of three stanzas. As one Lawton, Okla., scribe muttered as the game moved into the third quarter, "This is a nightmare, this is a nightmare."

Oklahoma finally gave its partisans some breathing room near the end, pushing across enough points to emerge with a 28-11 victory. The last seven points reached the pay window with a mere 44 seconds left on the clock, after the scrappy Bears had scored and tried an onside kick that failed.

It was an eye-opening start of what proved to be an eye-opening season for the Bears, who actually came home disappointed because they had lost.

Oklahoma scored first on a 28-yard run by Grant Burget. In the second quarter, the Bears got a safety when the Sooners' Tony Peters intercepted a Neal Jeffrey pass at the OU 2-yard line, then ran around while trying to get loose and finally was tackled hard by Steve Beaird. The ball popped loose and, in the ensuing scramble, was recovered by the Sooners' Rod Shoate in the end zone.

Baylor added three more points in the third period when Bubba Hicks kicked a 39-yard field goal into a stiff breeze, cap-



SAWED-OFF SLEDGEHAMMER Steve Beaird (No. 24) lowers the boom on mighty Texas, on a day that shook down thunder from the skies and ended Bevo's long championship reign. While his teammates block, Beaird runs to daylight, escaping Longhorn tackles Doug English (No. 74) and Brad Shearer (No. 77). Such runs and such blocks sent Steve rushing past the 1,000-yard mark, tops in the SWC.





HUNGRY BEARS feed on a Longhorn as their frenzied followers lift their arms skyward, flashing the "claw" sign, and their mascot pants in eager anticipation. This is the way it was in Bear Country in 1974, the year Baylor finally won The Big One and gave its fans plenty to claw about and its band plenty to toot about, and Texas quarterback Marty Akins (No. 10, upper right) plenty to think about. With the Bears putting the big rush act on Akins, Baylor came from 17 points back to lasso the Longhorns, setting up a stretch drive that spelled championship.





THAT GOOD OLD BAYLOR LINE just blocked and blocked in '74, enabling stout Steve Beird to run and run, and the final result added up to a rushing title for Steve and a punishing ground game for Baylor. Although Beird often was dwarfed by the men he ran behind he made all the right cuts to daylight, winding up with 1,104 yards — a new Baylor record. Above, he's cutting off the block of tackle Gary Gregory, who is busy screening off TCU's J. G. Crouch (No. 70).



SHAKING UP THE SOONERS in a hammer-and-tong battle, the Bears served notice right from the start that 1974 would be vastly different from '73. Oklahoma's big guns were too much in the end, but it was a 7-5 game at the end of three quarters, and such people as defensive end Jim Arnold (above, putting the rush on OU's Steve Davis) and wingback Phillip Kent (below) had made their presence felt.

ping a 70-yard, 8-play march. Then, the Sooners got untracked in the final quarter and scored three times while Baylor was scoring once.

The Sooners got their scores the hard way, driving 54 yards in eight plays and 63 yards in nine plays for their second and third TDs of the game. Quarterback Steve Davis got the final yard of the first long drive, and dazzling Joe Washington zipped nine yards for the other. OU's last touchdown came on an 11-yard end-around by Tinker Owens, set up only after an onside kick by Baylor had failed.

Baylor scored its only touchdown on a 3-yard swing pass from Neal Jeffrey to Steve Beaird, capping a 6-play, 54-yard march.

Baylor	0	2	3	6-11
Oklahoma	7	0	0	21-28

Scoring: Baylor—Safety, Shoate fumble recovery in end zone; Hicks 39 FG; Beaird 3 pass from Jeffrey (pass failed). OU—Burget 28 run (Carroll kick); Davis 1 run (Carroll kick); Washington 9 run (Carroll kick); Owens 1 run (Carroll kick). A: 61,828.

Statistics: First downs—Baylor 12, OU 25. Rushing—Baylor 51-128, OU 63-438. Passing—Baylor 93, OU 116. Passes—Baylor 9-17-3, OU 6-11-0. Punts—Baylor 9-39, OU 3-37. Fumbles-lost—Baylor 2-1, OU 5-4. Penalties—yards—Baylor 3-23, OU 8-62.

Top Individuals: Rushing—Beaird, Baylor, 13-54; McNeil, Baylor, 14-41; Washington, OU, 17-156; Littrell, OU, 17-125. Passing—Jeffrey, Baylor, 9-17-3, 93; Jackson, OU, 3-7-0, 71. Receiving—Beaird, Baylor, 4-37; Harper, Baylor, 2-29; Owens, OU, 4-91; Brooks, OU, 2-25. Punting—Moore, Baylor, 9-39; Littrell, OU, 3-37.



It was a game of near misses for the Bears, who were still trying to unlock one of those great grid secrets — how to win

Twisting the tail of a Missouri Tiger...well, almost

The Missouri Game: Grant Teaff's Analysis...

"The main thing I knew, going into the game, was that Missouri had played sloppily against Ole Miss in their opener and had not been ready psychologically, and consequently had lost. I knew they were a much better team than that, and I was concerned we might not take them seriously enough. But as it turned out, our mental approach was fine and I was very, very disappointed when we lost, because I thought we played well enough to win. We dominated the first half, offensively and defensively. Then when they got ahead 21 to 14 and were about to score again, we knocked the ball loose and McClanahan got it in midair and took it all the way back. So that tied the score and gave us a big lift, and I just knew we were going to win then. But after tying it up, and kicking off, we couldn't make the big play to get the ball back, and they scored and beat us. I felt our kicking game got us beat; we had some bad breakdowns. At the airport after the game, I was really low. It was beginning to look a lot like the year before—we had lost nine in a row at that time and were playing well but not well enough to win. We did have several players perform well in the game, and I think the team did come home with a positive attitude, one of 'we're playing well, now let's do whatever is necessary to get over the hump.'"

So close, and yet so far away. Winless since October of '73, the Bears came close to breaking an 8-game losing streak on the 21st day of September, 1974, in Columbia, Mo., against the University of Missouri Tigers. But when they flew back to Waco that night, all they had was their ninth straight defeat.

Rallying in the fourth quarter after the Bears had tied the score at 21-all, the Tigers scratched out a 28-21 victory and left Bruin coach Grant Teaff a solely troubled man. His '74 Bears were playing well but not well enough.

Avenging a 27-0 loss to the Bears in '72 Missouri took full advantage of several lapses in Baylor's kicking game to deck the visitors and send the partisan crowd of 43,752 home happy.

But it didn't come easy. The Tigers, ranked 12th nationally in one preseason poll, went ahead to stay only in the last quarter after the Bears achieved parity with a spectacular 96-yard fumble recovery and return by Charles McClanahan. That turned out to be the longest return made in the SWC in '74.

After a scoreless first quarter in which the Tigers penetrated deep enough to try a field goal—but missed—the Bears took a 7-0 lead when quarterback Neal Jeffrey and wingback Phillip Kent combined on an 18-yard scoring toss.

Missouri then scored once to tie the score and then again to take the lead before the Bears finally knotted the score, 14-14, at halftime. Tailback Steve Beaird got the Bears' second touchdown when he crashed over from one yard out with 44 seconds left in the half. Beaird, who finished with 134 yards, gained 104 of them in the first half alone.

Missouri went ahead again in the third period only to have the determined Bears match that touchdown with McClanahan's mid-air fumble recovery deep in Baylor territory. Senior linebacker Derrel Luce was partly responsible for the play as he crashed into the Tigers' Ray Bybee and caused the miscue. But the Tigers roared back in the fourth quarter, moving 70 yards in 14 plays to score, and then held off the Bears.



CORNERBACK Charles McClanahan turns on the afterburners and races 96 yards for a touchdown after fielding a mid-air Missouri fumble deep in Baylor territory. The spectacular touchdown boosted the Bears back into a 21-21 tie, but failed to provide enough momentum for a win over the Tigers.

Baylor0	14	7	0-21
Missouri0	14	7	7-28

Scoring: Baylor—Kent 18 pass from Jeffrey (Hicks kick); Beaird 1 run (Hicks kick); McClanahan 96 interception (fumble recovery) return (Hicks kick). Mo—Miller 24 run (La Banc kick); Gillick 53 punt return (La Banc kick); Miller 9 pass from Smith (Gibbons kick); Stewart 1 run (Gibbons kick). A: 43,753.

Statistics: First downs—Baylor 16, Mo 18. Rushing—Baylor 48-142. Mo—57-281. Passing—Baylor 97, Mo 83. Passes—Baylor 10-17-1, Mo 8-15-1. Punts—Baylor 7-38, Mo 5-39. Fumbles—lost—Baylor 3-2, Mo 3-1. Penalties—yards—Baylor 9-48, Mo 6-48.

Top individuals: Rushing—Beaird, Baylor, 31-134; McNeil, Baylor, 4-28; Jeffrey, Baylor, 6-(-42); Kent, Baylor, 4-11; Franklin, Baylor, 5-11; Bybee, Mo, 20-124; Ziegler, Mo, 4-13; Stewart, Mo, 17-57; Miller, Mo, 3-43; Smith, Mo, 9-32; Galbreath, Mo, 4-12. Passing—Jeffrey, Baylor, 10-17-1, 97; Smith, Mo, 8-15-1, 63. Receiving—Jackson, Baylor, 5-51; Kent, Baylor, 4-46; McNeil, Baylor, 1-0; Ziegler, Mo, 1-6; Miller, Mo, 2-15; Marshall, Mo, 1-0; Stewart, Mo, 2-16; Grossart, Mo, 1-11; Bybee, Mo, 1-15. Punting—Moore, Baylor, 7-38; Goble, Mo, 5-39.

Winning the fourth quarter, routing the Cowboys, starting a tradition

The Oklahoma State Game: Grant Teaff's Analysis...

"We have a theme we set each week in practice and our theme for the week before this game was faith—faith in self, faith in others, faith in tomorrow. And it paid off. We had lost nine in a row, and I tried to stress to the players—'we're playing well enough to win, now let's win it and win it in the fourth quarter.' And that's how it happened. This I remember very clearly: We were out on the field warming up. Oklahoma State had just beaten the socks off Arkansas. I'm watching this kid kicking field goals for them in the warmups and he's kicking them from 60 yards out. I walked up to their coach, Jim Stanley, and said: 'Gosh, does he kick like that all the time?' And he said, 'I've seen him kick them from 80 yards.' After that, I was determined that we were not going to give them any easy points. Then at the start of the game, and I think this might have been one of the big keys to our season, they got the kickoff and started a drive down the field, and we knocked the fire out of them and forced them to fumble. That gave us confidence, doing that to a team as strong as OSU. Later on, we had a fumble that rolled into our end zone and they got it for an easy touchdown, and you could just hear people say, 'Oh, oh, here we go again.' But our players came right back—they didn't give up. They had faith. And it proved to be that way all year. And then in the fourth quarter we just exploded; at the finish, there was absolutely no doubt about who was in control of that game."

Comments from the Bears...

Tight end Sam Harper: "I knew we could win, it was only a matter of time until we put it all together. We made some big plays on both offense and defense that showed we're winners."

Tailback Steve Beaird: "The players stayed together and they deserve all the credit. And the coaches deserve credit, too—they had the guys prepared. But this is only one game, one minute fraction of the winning season we're going for."

Linebacker Derrel Luce: "I think the defense has come of age... There's nothing like a win to get the winning feeling going."

Quarterback Neal Jeffrey: "The turnovers almost cost us the game. Last year, if we made mistakes, it cost us the game. But, now, we've got the kind of team that can overcome mistakes. That's a necessary part of winning, and we've found it."

Comments from the Cowboys...

Defensive tackle Philip Dokes: "We just had one of those nights. Baylor played better than we all thought it would. We tried to make a comeback in the second half, but everything went wrong."

Quarterback Charlie Weatherbie: "They wanted it more than we did. They came to play. Our game plan was to run inside on them, but we found out in the first half that wouldn't work."

Linebacker Marcellous Mitchell: "They had really a simple offense. They came right at us. I'll say this: Baylor has some good running backs. That Steve Beaird was great—he was tough to bring down."

Middle guard Carl Devorce: "Their line was quick and very aggressive. They really surprised me. Baylor is the most determined team we've played this season."

Coach Jim Stanley: "We expected Baylor to be tough. Make no mistake about it—Baylor has good quickness and speed."

The Bears had lost nine in a row when the nation's eighth-ranked powerhouse came to town. Ah, but things didn't stay that way long

No one realized it at the time, but the Bears started a delightful tradition on the night of Sept. 28 at Baylor Stadium. They also ended a long losing streak by knocking off No. 8-ranked Oklahoma State, 31-14.

The tradition involved the fourth quarter. The Bears, who earlier had lost final-stanza decisions to Oklahoma and Missouri, won this fourth quarter with room to spare, to the delight of a home crowd of more than 30,000.

It was the kind of victory that was to become a Bruin specialty—plenty of second-half fireworks, mostly done up in green and gold and spelling a Baylor victory on the scoreboard.

This time the comeback also spelled upset. Oklahoma State had just pulled the rug from under Arkansas, which had just pulled the rug from under powerful Southern Cal. So when the Bears gunned down the Cowboys, after playing Oklahoma so close, people started paying attention. What they saw was a spirited team with a well-balanced offense and a defense that just kept getting better and better.

Against Oklahoma State's explosive veterans, that defense surrendered only 85 yards—a figure Cowboy followers found almost impossible to believe. But then they were equally amazed to see the Baylor attack produce so effectively against a Cowboy picket line that had shut down Arkansas to a whisper.

The Bears scored first on a 29-yard field goal by Bubba Hicks, then boosted that lead to 10-0 in the second quarter when quarterback Neal Jeffrey threw a screen pass to tailback Steve Beaird, who scampered 11 yards into the end zone.

After the 'Pokes had scored to narrow Baylor's halftime lead to 10-7, the Jeffrey-



to-Beaird combination bingoed again, this time on a sensational 84-yard screen pass. That play was to stand as the longest pass play of the 1974 season in the Southwest Conference.

The 'Pokes crept closer when they recovered a Baylor fumble in the end zone, but the Bears' 14-point fourth-quarter flurry pushed Baylor way out in front. In that tell-tale stanza, Jeffrey completed a six-yard scoring pass to tight end Sam Harper, and Beaird scored his third touchdown of the game on a two-yard run.

Oklahoma State	0	7	7	0-14
Baylor	3	7	7	14-31

Scoring: OSU—Turner 1 run (Daigle Kick); Dokes fumble recovery in end zone (Daigle kick). Baylor—Hicks 22 FG; Beaird 11 pass from Jeffrey (Hicks kick); Beaird 84 pass from Jeffrey (Hicks kick); Harper 6 pass from Jeffrey (Hicks kick); Beaird 2 run (Hicks kick). A: 30,000

Statistics: First downs—OSU 9, Baylor 17. Rushing—OSU 44-85, Baylor 48-156. Passing—OSU 97, Baylor 167. Passes—OSU 8-16-0, Baylor 10-20-0. Punts—OSU 10-39.1, Baylor 6-43.3. Fumbles-lost—OSU 3-3, Baylor 4-3. Penalties-yards—OSU 7-66, Baylor 6-48.

Top Individuals: Rushing—Turner, OSU, 8-59; Palmer, OSU, 9-33; Miller, OSU, 9-12; Nelms, OSU, 2-7; Walker, OSU, 2-5; Bain, OSU, 1-7; Lisle, OSU, 1-(-5); Weatherbie, OSU, 1-(-19); Beaird, Baylor, 25-91; McNeil, Baylor, 12-58; Kent, Baylor, 4-17; M. Jackson, Baylor, 2-11; Ebow, Baylor, 1-9; Jeffrey, Baylor, 4-(-30). Passing—Weatherbie, OSU, 8-16-0, 97; Jeffrey, Baylor, 10-20-0. Receiving—Bain, OSU, 2-54; Boyer, OSU, 2-27; Walker, OSU, 2-12; Nelms, OSU, 1-2; Miller, OSU, 1-2; Beaird, Baylor, 3-91; Thompson, Baylor, 3-27; Harper, Baylor, 3-28; A. Jackson, Baylor, 1-21. Punting—Parsley, OSU, 39.1; Moore, Baylor, 6-43.3.



THE BEARS MOVE IN on Oklahoma State's Kenny Walker (No. 46) on the night Baylor's 9-game losing streak ended and a new era began. That new era led to eight victories in the next nine games, and a conference title. Leading the Bruin assault above is Gary Green (No. 43), who was injured in this game and sidelined for the season.

Teaching the Seminoles a lesson-- you can't keep a good Bear down

Burt Reynolds was there and so
were other Hollywood types, but
not even filmland could improve
on Baylor's Tallahassee comeback

While Florida State alumnus Burt Reynolds and part of the cast of "The Longest Yard" looked on in growing dread, the Baylor Bears turned the game's final 30 minutes into the "longest half" for the Seminoles in Tallahassee on the fateful night of the first Saturday of October.

In those 30 minutes the Bears did an amazing thing: they wiped out the 17-point lead carved out in the first half by the victory-starved Seminoles and went on to hand them their 16th consecutive defeat.

The 21-17 Baylor victory left Grant Teaff convinced he had a bunch of

fighters on his hands. And he figured they might also have the makings of big winners. With their 1974 record now evened at 2-2, the Bears were becoming believers in their own ability and destiny. Confidence, the experts call it.

Florida State led off with an early field goal, then took advantage of some Baylor turnovers to score 14 more points before intermission time. It was a glum Baylor team that left the field at the end of the first half.

But it was a charged-up one that returned to start the third quarter, and the longer the game went, the more charged-up the Bears got. Phillip Kent started them in the right direction with a

fine return of the second-half kickoff, and six plays later, with 12:44 left in the period, Steve Beaird capped the 61-yard drive with a one-yard TD burst. Then the Bears came right back to score on their next possession as Beaird capped a 7-play, 70-yard march with another one-yard plunge. Grant Teaff just knew then that things were going to come out all right, although the Bears made him sweat through the rest of the third period and the early portion of the fourth. Then they went ahead for the first time, and to stay, with a 12-play, 86-yard drive that featured Steve Beaird — who else? — in still another scoring role. This time Steve's TD journey covered two yards.

On that payoff drive, the Bears faced several crucial situations, and mastered them all. Probably the key one came on a third-and-13 play when split end Alcy Jackson made an outstanding catch of a Neal Jeffrey pass that netted 14 yards.

That all took place, of course, during the fourth quarter. The Bears were becoming a fourth-quarter team.

Baylor0 0 14 7-21
Florida State3 14 0 0-17

Scoring: Baylor, Beaird 1 run (Hicks kick); Beaird 1 run (Hicks kick); Beaird 2 run (Hicks kick). FSU—Askin 48 FG; Key 15 run (Askin kick); Miller 5 run (Askin kick). A: 25,282.

Statistics: First downs—Baylor 18, FSU 15. Rushing—Baylor 48-227, FSU 48-159. Passing—Baylor 116, FSU 140. Passes—Baylor 9-20-2, FSU 15-28-0. Punts—Baylor 5-32, FSU 5-32.2. Fumbles-lost—Baylor 6-2, FSU 4-3. Penalties-lost—Baylor 4-49, FSU 12-93.

Top Individuals: Rushing—Beaird, Baylor, 26-107; Kent, Baylor, 7-88; McNeil, Baylor, 5-25; Kilgore, Baylor, 1-9; M. Jackson, Baylor, 1-6; Franklin, Baylor, 2-4; Ebow, Baylor, 1-3; Jeffrey, Baylor, 5-(-15); Key, FSU, 19-54; Thomas, FSU, 8-54; Miller, FSU, 6-33; Bright, FSU, 4-28; Coppess, FSU, 6-(-8). Passing—Jeffrey, Baylor, 9-20-2, 116; Coppess, FSU, 15-28-0, 140. Receiving—Beaird, Baylor, 3-26; A. Jackson, Baylor, 2-32; McNeil, Baylor, 2-18; Kent, Baylor, 1-26; Thompson, Baylor, 1-14; Shumann, FSU, 5-60; Goldsmith, FSU, 4-48; Harder, FSU, 3-12; Thomas, FSU, 2-18; Key, FSU, 1-4. Punting—Moore, Baylor, 5-32.0; Downey, FSU, 5-32.2.

The Florida State Game: Grant Teaff's Analysis...

"Boy, do I remember this one well. We had just won a big one and a lot of emotion had gone into it. We had broken a long losing streak, and Florida State was still on one, and I knew what that meant. They had good personnel, plus that losing streak, and I'd rather take on a coiled rattlesnake than an opponent in those circumstances. I was very concerned. They played well—leading 17 points at halftime. I don't mind admitting it: I wasn't very happy when we left the field at halftime. We had confidence going into the game; we had proved we could win and against a good team. But what we did in the second half against Florida State was something different. Coming back from 17 points, against a team as good as they were, and over there, that has to help a team. You bet. And a two-game winning streak beat the heck out of that nine-game losing streak. We went into the second half and played flawlessly, knowing that's what we had to do if we were to win. That helped us, to know we could do that. Phillip Kent definitely set the tempo, taking the second half kickoff and returning it 39 yards. We just went on from there. So at the end of that game, we had evened our non-conference at 2-2 and we walked off the field with no new injuries and we were starting to eliminate those turnovers. So I felt pretty good coming home. Oh, yes: our theme in practice that week had been 'gut check' and it sure turned out to be one. Actually, it was kind of spooky the way it worked out all year long, the way the theme keyed into Saturday's developments."

Deliverance in the Ozarks, on a day the Bruins finally turned agony into ecstasy

After dominating the early action the fired-up Bears had come face to face with heartbreak. And then opportunity knocked one last time

The Arkansas Game: Grant Teaff's Analysis...

"In its two previous games, against Tulsa and TCU, Arkansas had scored 109 points and given up none, but actually, we went up there feeling we had a good chance. Our confidence was high after winning two in a row and coming from 17 points behind against Florida State. We felt they did have some weaknesses in their secondary that we had to attack, and we felt we could. And we did. Neal (Jeffrey) got hurt the first crack out of the box and we put Mark (Jackson) in; when Mark did so well, that had to affect Arkansas. There is no way they could have gotten ready for Neal and then been ready for Mark because they're so different. Then in the second quarter, when we had to score three touchdowns to get one, and we were able to do it, it gave us so much confidence that we just knew we could score in the fourth quarter when we got the ball back on their 39 with a little over two minutes to play, even though we had no timeouts left. There was no doubt on our bench that we were going to. That was a great victory. So many things have transpired since that it's hard to remember what a great victory it was. But it meant so much. Phillip Kent played super; so did Steve Beaird, so did Mark, so did Neal, so did Luce on defense. The thing that amazed me was that we were able to do the things against them that we also had done against Florida State. No doubt about it, that Arkansas victory was a key one."

Comments from the Razorbacks...

Quarterback Mark Miller: "Baylor's got a good football team, a great football team. With the way things are going in the conference this year, any team has a chance to go all the way."

Linebacker Dennis Winston: "They play off emotion, a lot like we do. They've got a real good team."

Halfback Ike Forte: "They ain't as good as TCU."

Halfback Barnabas White: "I wasn't impressed with any of them. Really they were real fat. It was just the fumbles that made the difference, that's all."

Coach Frank Broyles: "If we don't fumble and we win, it would be one of the greatest victories we've had since I've been here. It was just one of those things that happens once in a lifetime. We fought our guts out to get back. We had it within our grasp and then laid the ball on the ground."

Comments from the Bears...

Tailback Steve Beaird: "As far as I can tell, they're a small defense. Our offense is used to playing the bigger ones (Oklahoma, Missouri, Oklahoma State). Just by looking at them, we could tell we were going to move the ball on them. And our line was really coming off the ball."

Offensive guard Rell Tipton: "On our winning touchdown, Steve was supposed to come between Mike (Hughes) and me. But he had to adjust and go outside. I guess they were slanting. Anyway, Mike had been whipping that tackle all day."

Coach Grant Teaff (in the dressing room): "This was by far the greatest win of my career, and it has to be a great victory for Baylor University. We kept our poise; and when things went bad, we just kept coming back. I've got two real winners at quarterback, and (Phillip) Kent just does what it takes to win. He catches the ball in a crowd and scores on the long run. He does everything well."

Something there is about a Baylor football team that frequently sends a chill through the Arkansas ranks. What sent a chill through the ranks on Oct. 12 in Fayetteville was the sight of the Bears running over and around the highly-favored, nationally-ranked Razorbacks, and then finally beating them in the game's last two minutes, 21-17.

For the third straight week, the Bears put the game away in the fourth quarter, but this time the stakes were immeasurably higher. This one was for keeps, a first step in a race for the Southwest Conference championship.

A fumble turned everything Baylor's way after the Bears had dominated the first half and then had fallen behind by three points. Through it all however, Grant Teaff's faith never wavered. He just knew the Bears were destined to win. It was the first time they had opened the SWC race with a victory during his tenure as Baylor coach. And there were some other firsts:

—It was the first Baylor win over Arkansas since 1966. There had been a 10-10 tie in 1967.

—It was Teaff's first victory over a Frank Broyles-coached team.

—It was only the second time in three years Baylor had beaten a SWC state school.

—It was also the third win in a row for the Bears and pushed their season record to 3-2. The triumph marked the first time since 1966 Baylor had gone three games without losing.

The Bears took the lead late in the first quarter when sophomore quarterback Mark Jackson—who had replaced injured starter Neal Jeffrey—directed them to an 11-play, 71-yard scoring march. Big-play specialist Phillip Kent scored the touchdown on a 25-yard romp around right end.

After a short punt to the Arkansas 37, the Bears took advantage of the good field position to score their second touchdown,



THE LITTLE BIG MAN cometh for Baylor, again and again, to the vast regret of those who had to stop him. Like most teams, Arkansas found 5-6½ Steve Beaird ran too low and too hard to stop consistently. Above, he's getting a handoff from Mark Jackson, and storming forward.

which finally came after two other TDs in the drive were nullified by penalties. Finally, after two unsuccessful attempts to score, Jackson threw 16 yards over the middle to Kent for the TD, putting the Bears ahead, 14-0.

Arkansas battled back, however, and narrowed the gap to 14-7 at halftime, and eventually went ahead 17-14 with 7:43 left in the game.

With the clock ticking away, the Bears finally got the ball again with 2:30 left when defensive tackle Wharton Foster pounced on a Razorback fumble at the Arkansas 36. Eight plays later, amid deepening gloom in the Ozarks, Steve Beaird burst across from one yard out, lifting the Bears back into the lead and setting off jubilant victory celebrations back in Waco.

Nobody knew it at the time, but the Bears were on their way. There would be one interruption, and some hairy moments down the line, but this was a team that had charted its course and set its sights. It was summit bound.

Baylor	7	7	0	7-21
Arkansas	0	7	3	7-17

Scoring: Baylor—Kent, 25 run (Hicks kick); Kent, 16 pass from M. Jackson (Hicks kick); Beaird 1 run (Hicks kick). Ark—Little 45 FG; B. White 3 run (Little kick); Douglas 41 pass from Miller (Little kick). A: 43,300.

Statistics: First downs—Baylor 18, Ark. 18. Rushing—Baylor 54-207; Ark. 59-255. Passing—Baylor 128, Ark. 72. Pases—Baylor 11-16-0, Ark. 2-4-0. Punts—Baylor 4-29, Ark. 4-41.3. Fumbles—lost—Baylor 3-2, Ark 6-3. Penalties—yards—Baylor 4-40, Ark 8-69.

Top Individuals: Rushing—Beaird, Baylor, 20-80; McNeil, Baylor, 12-60; Kent, Baylor, 7-50; M. Jackson, Baylor, 8-15; Kilgore, Baylor, 1-2; Franklin, Baylor, 2-2; Ebow, Baylor, 1-1; Jeffrey, Baylor, 3-(-3); Forte, Ark, 18-100; M. White, Ark, 9-57; Miller, Ark, 18-41; B. White, Ark, 12-4; Fuchs, Ark, 1-6; Kirkland, Ark, 1-(-18). Passing—M. Jackson, Baylor, 8-9-0, 84; Jeffrey, Baylor, 5-7-0, 44; Miller, Ark, 1-2-0, 41; Kirkland, Ark, 1-2-0, 31. Receiving—Kent, Baylor, 4-58; Beaird, Baylor, 4-20; Harp, Baylor, 3-50; Douglas, Ark, 2-72. Punting—Moore, Baylor, 4-29.6; Kirkland, Ark, 4-41.3.



BEAR CLAWS outdid Sooeey Pigs in the Ozarks in an October showdown that turned into a significant victory for Baylor. It was a victory constructed both by the offense and defense. Sample scenes: above, linebacker Johnny Slaughter puts the arm on Porker footman Marsh White as Gerald Skinner (No. 74) and R. C. Thieleman block. Below, left, Baylor's man of many talents, Phillip Kent, heads for the open spaces.



The View from the Press Box...

Galyn Wilkins (Fort Worth Star-Telegram): "Kicked around for generations on Southwest Conference playing fields, Baylor's salty and crafty Bears suddenly turned around their reputation Saturday afternoon. At least, perhaps, they have become the kicker instead of the kickee.

"Aroused and leaning on a slick variety of weapons, they flushed Arkansas out of the invincible class with an Ozarks-shattering 21-17 triumph.

"...The fact is, Baylor is likely to be an awful struggle for the rest of the teams down the line, a quick, disciplined, well prepared problem."

Orville Henry (Arkansas Gazette): "A capacity crowd of 43,000 spent the usual nail-biting three hours any meeting between Arkansas and Baylor seems to produce. The difference this time was, Baylor played like Arkansas—and Arkansas played like Baylor (used to)...Baylor's line stopped the Razorbacks four downs inside the five early in the third period, something no one else has done...At times, Baylor's execution of its slot-I and veer-T plays was something to behold. Baylor played like crazy, full of emotion and dedication. No surprise. It always happens. That Baylor just happens to have its best team in eight or 10 years merely strengthened the impact."

James Walker (Dallas Times Herald): "Baylor's ragamuffin Bears, given one last chance by a mistake-prone Arkansas team, turned to a familiar figure for the final push Saturday. Neal Jeffrey didn't let'em down.

"Actually, by the time the Bears got their hands on the ball for the last time with 2:34 left to play, Jeffrey wasn't such a familiar figure. You tend to look a little different, don't you see, when your nose is splattered all over your face.

"But, shattered nose and all, the Bears' three-year standout quarterback...guided his team to a winning score in seven plays for a 21-17 victory for the upstart Bears."

Oct. 26: Texas A&M 20, Baylor 0

Zounds! There went Baylor's three-game winning streak

The stadium was full and hopes
were high when the Aggies came
calling. Then the ball bounced
A&M's way and down went Baylor

The Texas A&M Game: Grant Teaff's Analysis...

"We went into the Aggie game too conservative. My thinking was that they had such an awesome defense that we had to hold them at bay to have a chance, that we couldn't take a lot of wild chances on offense. I did feel our defense could stay with them. And it did. Actually, they just drove for two field goals. They got the fumble that turned into a cheap touchdown, and they got another cheap one at the end of the game on an interception. So I left the game feeling our defense definitely had come of age. And that game helped us as much as any other in winning the conference because we came out of that game determined that we never again were going to play it that conservative. We opened up our attack more after that, and it really helped us down the stretch. Billy Tate was a real bright spot in the game at nose guard, and Tim Black (defensive end) was beginning to prove he could play. And that was the game when everyone started taking notice of Ronald Burns and how well he was playing on defense."

Comments from the Bears...

Center Aubrey Schulz: "I'm not down by any means. We've still got a great football team. One loss doesn't decide a season."

Linebacker Derrel Luce: "They ran traps a lot of the time. You'd be in position to make a tackle and maybe have an arm on them and someone would hit you from the blind side. You just couldn't get a clean shot."

Quarterback Neal Jeffrey: "It was a combination of their defense playing well and our offense not playing so well. We have played teams just as good as A&M, and moved the ball against them, but we didn't execute well in this game."

Coach Grant Teaff (in the dressing room): "This loss won't hurt us mentally. We have our feet well planted on the ground. Our goals are still the same; we want to have that winning season."

Comments from the Aggies...

Defensive tackle Warren Trahan: "I felt we deserved it. Baylor played defense a lot like Texas Tech. They're real quick and hit real hard. It helps tremendously to beat a team like that."

Quarterback David Walker: "Well, their defense was awful good. They had good pursuit."

Cornerback Pat Thomas: "We were ready to stop Beaird up the middle and Kent wide. And we sure were worried about their receivers. But as it worked out, they didn't really have too many chances to throw the ball."

Aggie trainer Billy Pickard: "I've been at A&M for 14 years in all and this was the best team I've seen Baylor put on the field. They're aggressive, hit hard and don't let up. But, this is also one of the best teams A&M's put on the field."

Coach Emory Bellard: "Naturally, we would have liked to score more, but we'll take what we can get. We played a pretty good game. Actually, Baylor's defense did a super job. They've definitely got some players and we were lucky to get some breaks. But it's about time we got some breaks."

Appearances can be deceiving. On the night of Oct. 26 at Baylor Stadium, with a stadium-record homecoming throng of 51,200 looking on, the Texas Aggies appeared to have the best team in the Southwest Conference. They threw a 20-0 shutout at the Baylor Bears, the team that eventually would wind up ahead of them in the race for the flag.

This was a game played for the defensive purists. Baylor was never inside A&M's 40-yard line and the Aggie offense never sustained a touchdown march against the Bears, although Emory Bellard's muscular representatives did reach the end zone twice—once when a forward fumble turned into an instant touchdown and again when a pass interception deep in Baylor territory paid off in seven Aggie points.

A&M's first touchdown was scored by perhaps the fastest man in the Southwest Conference, former schoolboy sprint star Carl Roaches. The Aggies were moving on their second possession when halfback Bubba Bean jabbed at right guard and lost the ball. It spurted forward past a couple of hard-charging Bears and right into Roaches' hands. The Aggie split end fielded the fumble and turned on his 9.4 sprint speed. It was an easy 56-yard touchdown jolt.

That freakish play was one that haunted the Bears the rest of the night. Their conservative play, plus a lack of field position, kept them locked a long way from the Aggie end zone. Meanwhile, Bellard's forces padded their lead with a field goal in the second quarter, another in the third quarter, and finally a touchdown in the fourth. That touchdown was scored by defensive tackle Warren Trahan when he fielded a Baylor screen pass and fell into the end zone.

Baylor's offense produced only 105 yards rushing and 44 yards passing. The Bruin defenders played it exceedingly tough, however. A&M's offense never penetrated the Baylor 15 on a sustained march. The loss evened the Bear's season record at 3-3 and league mark at 1-1.

Texas A&M7	3	3	7-20
Baylor0	0	0	0-0

Scoring: A&M—Roaches 56 fumble recovery (Haddox kick); Haddox 42 FG; Haddox 41 FG; Trahan 2 interception return (Haddox kick). A: 51,200.

Statistics: First downs—A&M 18, Baylor 4. Rushing—A&M 310, Baylor 105. Passing—A&M 35, Baylor 44. Penalties—A&M 5-9-0, Baylor 4-12-3. Punts—A&M 4-47.3, Baylor 7-36.4. Fumbles—lost—A&M 4-1, Baylor 1-1. Penalties—yards—A&M 8-57, Baylor 7-100.

Top Individuals: Rushing—Sams, A&M, 10-44; Bean, A&M, 15-77; D. Walker, A&M, 11-27; S. Walker, A&M, 9-32; Hubby, A&M, 11-56; Roaches, A&M, 0-56; Shipman, A&M, 1-8; Hartman, A&M, 3-7; Honore, A&M, 1-2; Beaird, Baylor, 18-71; Kent, Baylor, 2-14; McNeil, Baylor, 6-14; M. Jackson, Baylor, 2-16; Jeffrey, Baylor, 2-(-10). Passing—D. Walker, A&M, 4-8-0, 27; Shipman, A&M, 1-1-0, 8; Jeffrey, Baylor, 3-9-2, 37; M. Jackson, Baylor, 1-3-1, 7. Receiving—Roaches, A&M, 1-15; Hubby, A&M, 2-0; Osborn, A&M, 2-20; Kent, Baylor, 1-18; Thompson, Baylor, 1-14; McNeil, Baylor, 1-7; Beaird, Baylor, 1-5. Punting—Stanley, A&M, 4-47.3; Moore, Baylor, 7-36.4.

The day Baylor balance rubbed out an old nemesis

Shofner's pesky Frogs, playing at home before the old grads, had the stage perfectly set for an upset. But Teaff's Bears had a better idea

The TCU Game: Grant Teaff's Analysis...

"They had beaten us the year before and they had been real tough for Baylor teams over the years, and our game was their homecoming. So I knew we would see them at their best. And I feel we did. Some of the TCU people told us later that they played against us about as well as they played all year. I don't think we played as sharp as we should have; we made too many errors, had too many fumbles on the snap exchange. But we shut them down pretty good until the fourth quarter, when they made quite a bit of yardage by passing. By then, I felt we had it won and I wasn't too concerned. Tommy Turnipseede had a real good game. Our theme for the week had been 'redemption'...we were trying to redeem ourselves for our performance against A&M."

Comments from the Bears...

Tailback Steve Beaird: "This was one of my best games but not because of my running. It was because of my blocking. I don't think I messed up a blocking assignment...Our offense is geared to take advantage of what the defense gives us, and our offensive line just blows them out. And Pat McNeil, man, he's one of the smartest fullbacks I've ever seen. He reads defenses and mows them down. It makes it easy for a running back to have a Pat McNeil next to him."

Quarterback Neal Jeffrey: "We ran Steve on the first four plays off tackle because their end was just standing there. We double-teamed their tackle, which gave Steve a big hole. They adjusted later and we went to the other side and started passing more. Kent was open most of the time down the sidelines or across the middle, and I had great protection."

Wingback Phillip Kent: "We wanted to keep their defense honest. They had me pretty well secured on the reverse but I was able to get open on passes. They definitely have a good defense. We just took advantage of some weaknesses."

Coach Grant Teaff (in the dressing room): "I was uptight about this one. I've never been more worried about a game since I've been at Baylor. I just feel good that we came out with a win...Texas is next; that's an important game, no doubt about it. But we've been playing big games week after week. We're a little more mature than 1972 (when Texas nosed out Baylor in the fourth quarter), and we'll continue to play our game."

Facing an old nemesis that had dedicated its homecoming game to one of its critically wounded warriors, the Baylor Bears still managed to finish on the top-side on the first Saturday of November at TCU's Amon-Carter Stadium.

The old nemesis, of course, was Texas Christian, a team that once could count on beating Baylor by merely showing up. But no more. The Bears made it two in a row over the Frogs in Fort Worth, beating them this time, 21-7, with a balanced offense and a defense that bent but never broke.

The Baylor offense, a combination of running and passing at its best, accounted for 7-0, 14-0 and 21-0 leads before the Frogs came to life trying to win one for Kent Waldrep, who had sustained critical spinal injuries the week before.

Tailback Steve Beaird paced the ground attack, gaining 119 yards and scoring two touchdowns, while quarterback Neal Jeffrey completed 10 of 17 passes for 165 yards and one touchdown.

The Bears got their first touchdown in the opening quarter. On fourth-and-five from the TCU 20, Jeffrey fired across the middle to split end Alcy Jackson all alone in the end zone. The game was less than four minutes old.

Then with 5:03 left in the half, Beaird scored Baylor's second touchdown when he broke into the end zone from 12 yards away.

The final Baylor TD came later in the third stanza when Beaird plunged three yards to the pay window with 4:11 left in the quarter. The big play of that drive was a 31-yard completion from Jeffrey to wingback Phillip Kent that moved the ball to the TCU 12.

All that remained was a lesson in pass defense for the Baylor secondary as TCU quarterback Lee Cook, who finished 14 of 29 for 265 yards and one touchdown, began to unwind. Although the Frogs were moving the ball, they only scored once before the game ended.

Baylor7	7	7	0-21
TCU0	0	0	7-7

Scoring: Baylor—A. Jackson 20 pass from Jeffrey (Hicks kick); Beaird 12 run (Hicks kick); Beaird 3 run (Hicks kick). TCU—Renfro 27 pass from Cook (Biasatti kick). A: 18,729.

Statistics: First downs—Baylor 18, TCU 20. Rushing—Baylor 52-173, TCU 39-144. Passing—Baylor 165, TCU 256. Passes—Baylor 10-17-0, TCU 17-29-2. Punts—Baylor 5-34, TCU 4-44. Fumbles-lost—Baylor 10-2, TCU 3-2. Penalties-yards—Baylor 11-90, TCU 12-122.

Top Individuals: Rushing—Beaird, Baylor, 22-119; McNeil, Baylor, 10-50; Kent, Baylor, 8-19; Ebow, Baylor, 8-19; Armstrong, Baylor, 2-6; M. Jackson, Baylor, 5-(-10); Jeffrey, Baylor, 4-(-21); Littleton, TCU, 15-99; Luttrell, TCU, 14-35; McGehee, TCU, 3-13; Cowan, TCU, 3-7; Cook, TCU, 4-(-10). Passing—Jeffrey, Baylor, 10-17-0, 165; Cook, TCU, 17-29-2, 256. Receiving—Kent, Baylor, 4-90; Thompson, Baylor, 4-54; A. Jackson, Baylor, 1-20; Paige, Baylor, 1-1; Renfro, TCU, 4-86; Littleton, TCU, 3-29; Patterson, TCU, 2-54; Duncan, TCU, 2-49; Parker, TCU, 1-21; Luttrell, TCU, 4-6; Cowan, TCU, 1-11. Punting—Moore, Baylor 5-34; Anderson, TCU, 4-44.



DEFENSIVE PLAYS like this one helped the Bears achieve their goals and then some during the 1974 season. Above, tackle Wharton Foster (91) and linebacker Derrel Luce neatly sandwich TCU running back Mike Luttrell.

17 points down to torrid Texas, and

then...THE GREATEST COMEBACK

In 30 monumental minutes against the Longhorns, Teaff's men scored 27 points, turned a season around and cast off 18 years of bondage

The Texas Game: Grant Teaff's Analysis...

"First of all, we went into the game feeling we could throw on them short. I said before and I still feel this way: Texas traditionally gives you some yards passing but they don't give up many touchdowns, and they put a knot on your head when you catch the ball. So we went into the game determined that we weren't going to try to throw deep, and that we were going to throw off the options, and throw quick. Alcy (Jackson) did a great job of running, catching about a six-yard pass and turning it into a long touchdown. Cotton (Davidson) works on that real hard with our receivers and it pays off. Although we continued to move the ball well in the first half, it was beginning to look like that touchdown was all we were going to get. Texas started moving on us and ended up with 24 points. We had a bad breakdown on their first touchdown and then Earl Campbell started massaging us in the middle real good. We really didn't change a lot at halftime—we did move our linebackers up closer, to where their guards had to block on them rather than just veer block. And we put Leslie Benson in at middle guard to give us more beef and slow down their power. Offensively, we tried to stress that we were moving well, we just weren't scoring. We had to stick with our offense but get those touchdowns. And I did remind them that we had come from 17 points down before, and what we had to do was shut them down completely while getting touchdowns ourselves. There was nothing very profound about our halftime talk. We went out there needing a lift and we got one. Three things happened: we stopped them on their first possession, then we blocked their punt, then we took it in for a touchdown. All three of those things had to happen for it to mean anything, and all three did. That set it off for us. Where they had been in total control, we started taking control. Then it really snowballed in our favor after they staged a long drive and had to settle for a field goal attempt, and missed that. A lot of our people had great days, including the offensive line. The pass protection was superb."

HERE'S HOW you turn a game around if your name is Baylor and you're trailing Texas by 17 points and it's early in the third quarter and time's a-wasting. What the Bears did was send a platoon of punt-blockers in on Mike Dean. Mike's punt never had a chance. Johnny Greene blocked it cleanly and Johnny Slaughter (No. 38) recovered it, and the Bears scored several plays later, and they were on their way. But this is the play that turned the game—and the season—around.

In a game that will burn in Baylor memories forever, the Bears mastered their season's supreme moment of truth at Baylor Stadium Nov. 9 by overcoming a 17-point deficit against none other than Darrell Royal's defending champion Texas Longhorns, who don't blow 17-point leads.

But the Longhorns did this time, although there must be those who still can't believe it. Some of the disbelievers even left the premises at the half, while the Longhorns were leading, 24-7. How could they have guessed that one of Baylor's greatest 30-minute performances in history was just around the corner?



What the Bears did in those final 30 minutes was shut down the Texas wishbone completely while rolling up 27 points themselves. And all that added up to a 34-24 Baylor victory, one that surely ranks as the turning point in an historic, unforgettable season.

Gracious in defeat, and it was his first ever (in 18 seasons) at the hands of Baylor, Royal went to the Bruin dressing room after the game, warmly congratulated and praised Grant Teaff's players and urged them to roll on to their grand goal, the Cotton Bowl.

Baylor scored first and last as the audience of 43,100 looked on. A touchdown underdog, the Bears made up that difference on their first possession when Neal Jeffrey teamed with split end Alcy Jackson on a beautiful 69-yard aerial strike. But then here came the Longhorns, using their wishbone power to score three touchdowns and a field goal and set the stage for what had all the looks of a typical Orange stampede.

Then, the great turnaround. A blocked punt started it. After nose guard Leslie Benson and linebacker Derrel Luce had plugged up the Texas wishbone, punter Mike Dean got the snap on fourth down and even as he swung his foot, Bears were all over him. Reserve rover Johnny Greene blocked the punt, and linebacker Johnny Slaughtert fell on the ball for Baylor at the Texas 17.

Seven plays later, Jeffrey scored from the one as the Bears began their comeback.

Then, with the Baylor defense stiffening (it held the Longhorns to a paltry 84 yards total offense in the second half), the Bears' offense accounted for two more touchdowns and two field goals.

Baylor's third touchdown came on a 54-yard pass from Jeffrey to split end Ricky Thompson, and the final TD—the one that put the Bears in the lead—was scored on a six-yard run by wingback Phillip Kent. Bubba Hicks, who also had four extra-point conversions, added 35- and 25-yard field goals later in the game as the fans went slightly berserk.

The View from the Press Box...

Galyn Wilkins (Fort Worth Star-Telegram): "Routed and reduced to ashes in the first half, Baylor arose like the ancient Phoenix of mythology in a cold, misty fog Saturday afternoon and burned Texas in a game that belongs in the realm of the mythical—and the mystical and the unbelievable.

"They were down 24-7 at the end of the first half and their line was yielding great frustrating chunks of yardage to the Texas wishbone. But, somehow, the Bears picked up the pieces, patched together their defense and came back with a staggering counterpunch that eventually buried the Longhorns, 34-24."

Bob Galt (Dallas Times Herald): "Baylor, the team everyone refused to take seriously, came roaring out of the rain and gloom and years of poverty. Ridicule, jest and pity, three constant bedmates, were kicked out of the house. And Ol' Baylor thumbed its nose at the world.

"In what has to be one of the most incredible and dramatic upsets in the history of the Southwest Conference, the Bears laid a 34-24 haymaker on king Texas. And don't think there was anything flukish about Saturday's decision."

Dan Couture (Austin American-Statesman): "Texas' 34-24 loss to Baylor Saturday in Baylor Stadium will be remembered as the biggest about-face since Dr. Jekyll and Mr. Hyde. Get this, gang. Texas took a 24-7 halftime lead and it appeared the Longhorns were about to send Baylor retreating somewhere west of the Pacific Ocean. But a not-so-funny thing happened on the way to Texas' seventh straight SWC title. Baylor won in a dominating way, shutting down the Texas offense in the second half and scoring 27 points on its own...For the first time since Millard Fillmore was president, Baylor has a good chance of going to the Cotton Bowl."

John Hollis (Houston Post): "On a chill, slate-gray day suitable for funerals, Baylor buried Texas' title hopes Saturday. The Bears beat the Longhorns, 34-24. The Bosque River runneth backwards. Anything is possible."

Dave Campbell (Waco Tribune-Herald): "Mr. Webster, back to the old drawing board. Your dictionary is woefully incomplete. It does not yet contain a word to properly describe what the fantastic, intrepid, absolutely mind-boggling Baylor Bears did on a cold, gray, delicious, delightful Saturday afternoon here Nov. 9, 1974.

"What the Baylor Bears did was defeat Texas, 34-24. Say it fast and it sounds routine. So say it slow, slow, slow. Because there was nothing routine about it."

Texas	14	10	0	0-24
Baylor	7	0	14	13-34

Scoring: Texas—Clayborn 23 run (Schott kick); Campbell 19 run (Schott kick); Schott 29 FG; Leaks 4 run (Schott kick). Baylor—A. Jackson 69 pass from Jeffrey (Hicks kick); Jeffrey 1 run (Hicks kick); Thompson 54 pass from Jeffrey (Hicks kick); Kent 6 run (Hicks kick); Hicks 35 FG; Hicks 25 FG. A: 43,100

Statistics: First Downs—Texas 17, Baylor 24. Rushing—Texas 58-273, Baylor 46-125. Passing—Texas 54, Baylor 351. Passes—Texas 4-13-3, Baylor 20-32-2. Punts—Texas 5-29, Baylor 3-42.7. Fumbles—lost—Texas 3-1, Baylor 1-1. Penalties—yards—Texas 4-49, Baylor 4-52.

Top Individuals: Rushing—Leaks, Texas, 18-70; Akina, Texas, 9-53; Walker, Texas, 5-4; Clayborn, Texas, 9-63; Campbell, Texas, 14-83; Wyatt, Texas, 3-0; Beaird, Baylor, 29-89; McNeil, Baylor, 2-2; Kent, Baylor 9-29; M. Jackson, Baylor, 2-14; Jeffrey, Baylor, 3-(-15); Franklin, Baylor, 1-6. Passing—Akina, Texas, 4-10-1, 54; Presley, Texas, 0-3-2, 0; Jeffrey, Baylor, 20-31-1, 351; M. Jackson, Baylor, 0-1-1, 0. Receiving—Ingram, Texas, 2-35; Clayborn, Texas, 1-2; Padgett, Texas, 1-17; A. Jackson, Baylor, 7-161; Thompson, Baylor, 5-99; Beaird, Baylor, 4-32; Kent, Baylor, 3-51; McNeil, Baylor, 1-8. Punting—Dean, Texas, 4-36; Team, Texas, 1-0; Moore, Baylor, 3-42.7.

It Only Smarts (Ouch) for a Little While

Baylor Inflicts Pain into Outgunned Texas Grid Corps, 34-24

By DAN FOUTLER
Sports Staff

WACO - Texas A&M fans in Austin Saturday in Baylor Stadium will be disappointed at the biggest upset since

They combined with the biggest 14-10 upset in the State Bowl to open up a surprise Baylor showing in the second half as the Bears won their fifth game in their first six weeks. For the first

The Austin
American-Statesman

Sunday, November 24, 1974

Baylor Stuns Texas;

Brilliant Bear Rally
Whips Horns, 34-24

By JACK PHEASANT
Sports Staff

WACO - Baylor's Bears swept by foul game set by the first half, but they had the last laugh as they won Saturday night in a muddy game.

With victory, Baylor moved into the top 10 in the SWC. Baylor's Bears are now 5-0 in the conference. Baylor's Bears are now 5-0 in the conference. Baylor's Bears are now 5-0 in the conference.

WACO CHRONICLE
Sports
Section 3
SUNDAY
November 10, 1974

Waco Tribune-Herald
-Voice of the Central Texas Empire-
WACO, TEXAS, SUNDAY MORNING, NOVEMBER 10, 1974

SIXTY-THIRD YEAR
27-Point Second Half Effort Earns Baylor 34-24 Victory
Miraculous Bruins Stampede Steers

By DAVE CAMPBELL
Sports Staff
WACO - Baylor's Bears swept by foul game set by the first half, but they had the last laugh as they won Saturday night in a muddy game.

By JOHN HOLLIS
Post Sports Writer
WACO - Baylor's Bears swept by foul game set by the first half, but they had the last laugh as they won Saturday night in a muddy game.

Bears jolt Longhorns, 34-24

It's No Fairy Tale

Royal: 'They Deserved To Win'

By KIRK BOYLES
Sports Staff

THE HOUSTON POST
SUNDAY, NOVEMBER 10, 1974

Sports/Business

Baylor — How Long Will It Reign?

From that the Southwest Conference football season has run its course except for those

Whatever the long-range outlook, Baylor can look to challenges from many different

of other possible all-SWC choices are among the sure mainline players that will flow out

A&M Friday finishing up with the Dec. 20 Gator Bowl game with Auburn, plus football

Sports/Business
THE HOUSTON POST
SUNDAY, NOV. 17, 1974

TOP O' MORN

Lou
Maysel

THE INK FLOW for the Bears in papers around the state and elsewhere reached historic proportions in '74 as the Cinderella gridiron story took shape. There was, to be sure, much to write about at Baylor, just as there was much to cheer about. Below, kicker Bubba Hicks is doing some of the cheering.



Comments from the Bears...

Quarterback Neal Jeffrey: "This was the biggest and the best. All those four years of work paid off. We were down in the valley and now we're on the mountain. If I hadn't thrown for anything, it would still be my most satisfying win. There's just no way to express how good it is."

Linebacker Derrel Luce: "Texas does a lot of zone blocking. In the second half, our linebackers moved up and we faced them one on one. We said to hell with it—if they're going to beat us, they're going to have to do it one on one."

Rover Tommy Turnipseede: "You know, this is one of the greatest days of my life. This is one of the reasons I came back, to have something happen like it did today."

Coach Grant Teaff (in the dressing room): "This would have to be the biggest win because of what it means. The championship was on the line and our backs were against the wall. They've closed out all the other bowls to us. I guess the Cotton Bowl is the only one left."

Comments from the Longhorns...

Quarterback Marty Akins: "What can you say? They beat us 27 to nothing in the second half, so what can you say? We got beat by a better team today."

All-America defensive tackle Doug English: "Neal Jeffrey's a super passer, and he sure throws well under pressure."

Halfback Raymond Clayborn: "At first, we kind of thought they would be watching us outside since we had a lot of success there last week. But we were getting yardage up the middle in the first half and didn't need to go outside except to keep their defense honest. In the second half, we couldn't go either way. When we did work the option, they either threw us for a loss or got to me as soon as I got the pitch. They were making us commit too soon."

Offensive tackle Bob Simmons: "In the second half, their defense got all fired up and we couldn't move them out. They just stopped everything we ran. Baylor deserves all the credit in the world."

Coach Darrell Royal: "It was the worst second half for us this year. Emotion's a great equalizer; that's been proven before. Baylor sure played with emotion. They played an outstanding game and deserved to win. They had a chance to quit and never did."

That fourth-quarter lightning flashed and the thunder rolled, and down went the Red Raiders

Using a crazy 8-man offensive line, dangerous Tech got out in front, but Burns, Jackson and McNeil had the last word

The Texas Tech Game: Grant Teaff's Analysis...

"There was so much talk before the game about all the mathematical possibilities of what could happen in the conference race, and we just had to ignore them. We didn't consider a one of them. We couldn't afford to. We knew we had to keep winning. Tech came out in that 8-man offensive front with just two backs, and moved right down the field and scored on us, primarily on the ability of their quarterback being able to run so well. They were blocking our defensive end, who had the responsibility on the quarterback. We made some adjustments, moving Tommy Turnipseed up to a defensive end role and moving the safety over to cover their tight end on the 'hot' routes; I was really concerned that they would complete some big passes to that tight end. Ronald Burns played a tremendous game, and made probably the critical play for us. They were leading by seven points and had a fourth-and-three situation in our territory, and Ron came in and hit their quarterback at full speed on real favorable circumstances, forcing them to turn over the ball. Then he got us going in the second half by intercepting a pass. I said at the time and I still feel this way: with the score tied, when they blocked a punt and got possession on our 22 and just got a field goal out of it, that was a plus factor for us. We were able to tie it up and then when Neal hurt his arm, Mark (Jackson) went in and gave us that change of pace again. We were able to hurt them a bunch by going to our option off the 'I' formation. Pat McNeil had one of his best days, running cut-backs off the veer; he scored the winning touchdown that way."

Comments from the Raiders...

Coach Jim Carlen: "Baylor's a real good team. They played a great game and did what it takes to win. They got the yards they had to when it counted most. They've waited a long time...I'll tell you the big difference—Mark Jackson. He moved the ball, did what he had to do. He's a great athlete, reminds me a lot of (Joe) Barnes."

Defensive tackle Ecomet Burley: "We knew Jackson was a good quarterback; we knew they wouldn't lose much with him in the game. His ability to run put more pressure on our ends. But we were kind of surprised that he could pass that good."

Quarterback Don Roberts: "Yeah, they hit hard. We didn't have any special play for them. We just wanted to win the game. We didn't execute like we should have."

Comments from the Bears...

Fullback Pat McNeil: "There's not much doubt it was my best game. They were keying on Beaird and Kent, and that made it easier for me to run. There was great blocking on my touchdown run. Napoleon (Tyler) must have killed them."

Tailback Steve Beaird: "Ol' Pat ran like I knew he could run—tough."

Cornerback Ron Burns (who made the biggest and hardest tackle of the game): "I decided I was going to be a hitter when I read that Earl Campbell said defensive backs don't like to hit. I decided then to prove something for defensive backs."

That the Bears had started against Oklahoma State—a fourth-quarter outburst, remember?—and continued with mounting success against Florida State, Arkansas and mighty Texas, they produced once more on a tell-tale November 16 at Baylor Stadium against Texas Tech.

It was a tell-tale game because it protected the Bears' championship chances while rubbing out those of the Red Raiders. A 10-point Baylor spree in the fourth quarter made all the difference.

Tech, unexpectedly using a strange eight-man offensive line with only two backs (a quarterback and one running back), had scored on its first possession, and the Raiders were still leading at half-time, 7-0, although Baylor by then had gotten the range.

The main Bruin who had gotten the range was freshman defensive back Ronald Burns, who smeared and kayoed Tech quarterback Don Roberts on a fateful fourth-and-three situation in Baylor territory in the second quarter. Burns' tackle choked off that Tech drive and left Roberts only a shell of what he had been.

Then in the second half the wide-ranging Burns intercepted a pass to start the Bears on the road back. Steve Beaird's one-yard plunge tied the score, and although the Raiders blocked a Baylor punt and added a field goal moments later, the Bears pulled even again when Bubba Hicks kicked a 32-yard three-pointer.

HIGH-STEPPING FULLBACK Pat McNeil has full reason to step high—he's en route to the winning touchdown against Tech in a game won by the Bears, 17-10. McNeil's 20-yard burst in the fourth quarter, on a cut-back run off the veer, was the difference. Arriving too late for Tech is cornerback Randy Olson.





ON THE MOVE against Tech, Baylor tight end Sam Harper snags a pass and makes tracks before Raider cornerback Selso Ramirez (No. 29) can make a lunge for him. The combination of Sam Harper and David Steven gave Baylor some of the best tight end play it has had.

And then it was time for the grand climax.

By then, Neal Jeffrey had suffered an arm injury and bullpen artist Mark Jackson was on the firing line. His running swept the Bears downfield, setting up the Raiders for a blow up the middle which fullback Pat McNeil delivered from the 20. Jackson was the difference, Tech coach Jim Carlen said later, although both Burns and McNeil might well argue the point. Which they didn't. As in their earlier games, the Bears counted it a team victory—their first against Tech since 1968.

Texas Tech	7	0	3	0-10
Baylor	0	0	7	10-17

Scoring: Tech—Isaac 1 run (Hall kick); Hall 28 FG. Baylor—Beard 1 run (Hicks kick); Hicks 32 FG; McNeil 20 run (Hicks kick). A: 32,000.

Statistics: First downs—Tech 13, Baylor 18. Rushing—Tech 50-185, Baylor 57-211. Passing—Tech 16, Baylor 97. Passes—Tech 3-12-1; Baylor 7-13-1. Punts—Tech 5-35.8, Baylor 5-29.2. Fumbles—lost—Tech 3-0, Baylor 2-0. Penalties—yards—Tech 2-28, Baylor 3-30.

Top Individuals: Rushing—Roberts, Tech, 23-105; Hoskins, Tech, 10-45; Isaac, Tech, 7-23; Dumiven, Tech, 1-(-12); Myers, Tech, 2-4; Taylor, Tech, 5-5; Garner, Tech, 1-2; L. Williams, Tech, 1-13; Beard, Baylor, 29-92; Kent, Baylor, 5-9; McNeil, Baylor, 12-89; Passing—Roberts, Tech, 3-12-1, 16; Jeffrey, Baylor, 5-11-1, 61; M. Jackson, Baylor, 2-2-0, 36. Receiving—L. Williams, Tech, 1-17; Isaac, Tech, 2-(-1); Harper, Baylor, 2-28; Thompson, Baylor, 2-27; McNeil, Baylor, 1-12; A. Jackson, Baylor, 1-10; Kent, Baylor, 1-22. Punting—Kuykendall, Tech, 5-35.8; Moore, Baylor, 4-36.5; Team, Baylor, 1-0.

The View from the Press Box...

Jack Gallagher (*Houston Post*): "Beware of the Bear when he is down. He is most dangerous. Texas Tech was the latest to learn the lesson Saturday.

"Until the fourth quarter of this gloomy, chilly afternoon Baylor was never in front. Then the road to the Cotton Bowl opened like a Green and Gold dream. Through the hole churned Pat McNeil up the Raider middle for 20 yards to continue the Great Baptist Revival as the Bears defeated Peach Bowl-bound Tech, 17-10...and sent every Baylorite in the audience of 32,000 lifting his voice to the leaden sky.

"The '74 Bears are clearly the biggest happening in Waco since the 1953 tornado. Unlike tornadoes, however, the Bears are predictable. They usually wait until the second half to strike."

Lou Maysel (*Austin American-Statesman*): "Baylor, the sentimental favorite of this year's weird Southwest Conference football race, came storming from behind for the fourth time this year Saturday before 32,000 fans to give its long-suffering adherents another week of celebrating.

"This time, the Bears surged from behind not once but twice, to tie the score and finally to kick Texas Tech out of the SWC title chase with a 17-10 defeat."

Jim Trinkle, (*Fort Worth Star-Telegram*): "Those improbable, dauntless, completely gallant Baylor Bears did it again. They sucked fumes from Texas Tech's tailpipe for almost 50 minutes, then went slightly hysterical. The end result was a 17-10 victory and another whiff of the impossible dream. Did you say Cotton Bowl?"

The setting (Cotton Bowl) was great, so were the Bears--and pop went the Ponies

The SMU Game: Grant Teaff's Analysis...

"There was no doubt that we had to stop Ricky Wesson if we were going to beat SMU. And we had to stop their fullback, David Bostick, second, because their basic theory is to get four or five yards on the first play by running their fullback. We managed to shut them down real well. Another key thing, we fumbled after a completion early and they got the ball but we held them—that gave our defense confidence. We got out in front by two touchdowns and then they got some momentum right before the half on some throwing, and that did concern me. I felt we had to do something to get the momentum back, and Don Bockhorn, bless his heart, did that with his long (59-yard) field goal. All the previous week, I had been standing out there after workouts, watching Bockhorn kick 60-yard field goals. I just felt he was due. We had the wind to our backs and it was one of those gut feelings. After that, I didn't think there was much doubt about the outcome although they did score again. But we came right back with a touchdown ourselves, and I remember I turned to Bill Yung there on the sidelines and said, 'Now we're looking like a championship team.' Aubrey Schulz had a great game blocking on Kelcher, and Tim Black had a super defensive game, and Neal (Jeffrey) had one of his best games, although he hadn't thrown all week. All things considered, it was maybe the best game we've played since I've been at Baylor."

Comments from the Bears...

Center Aubrey Schulz: "I guess it was my best day. (Louie) Kelcher is the toughest I've faced for sure. He's so big and strong. I was probably more nervous for this game than any this season. But I knew what I was going to do before I went into the game."

Tailback Steve Beaird: "Aubrey gave Kelcher more trouble than Kelcher gave us. If there is anybody I like to run behind, it would have to be Aubrey."

Quarterback Neal Jeffrey: "Breaking Don Trull's record (career passing yards) is like a dream come true. When I was 9 and 10 years old, we lived in Fort Worth and I don't think I missed seeing a game he played. He was my idol."

Linebacker Don Bockhorn (on his record 59-yard field goal): "No, I wouldn't say that was my biggest thrill. My biggest thrill comes when I have a good day on defense."

Coach Grant Teaff (in the dressing room): "That's one more big one. They're all big ones now. I was very proud of Aubrey Schulz. We made a lot of yards his way today."

Comments from the Mustangs...

Wide receiver Freeman Johns: "I believe Baylor's going all the way. They have a real good football team and just keep coming at you. We felt like we'd get them in the second half but they never let up."

Fullback David Bostick: "I'm a real fan of Steve Beaird. He's a fine athlete and a scrappy player. Their whole team was fired up. I can't compare Baylor and Ohio State individually, but Baylor was as cohesive a unit and worked as well as a team as Ohio State."

Coach Dave Smith: "I don't think anybody we've played—Ohio State, Texas, anyone—has controlled a game with us like Baylor did today. We got whipped—one, two, three. I'd call it a good wrecking job. They have a fine defensive scheme. They let their ends and cornerbacks hang back, and that makes it tough to break anything outside. Baylor is simply very sound all around—offensively and defensively."

SMU publicist Bob Condrón: "That's the best job anyone's done on Kelcher this season, by far the best job. Baylor's really got a good middle and they work well together."

Beaird, Schulz, Jeffrey, Black, well, the whole Bruin team just played like champions on a day that moved BU close to the title

The name is Steve Beaird and Mustang heads still throb at the sound of it. Baylor's tightly-wound tailback, all 5-foot 7-inches of him, scored three touchdowns and gashed SMU's muscular defense for 133 yards and the Bears whipped the Mustangs going away.

Although it wasn't the Cotton Bowl Classic, the game was played in the Cotton Bowl, and the Bears—by now all lathered up in a title fever—obviously liked the surroundings. And they played like a team determined to make a return trip on Jan. 1.

Their victory was their first over an SMU team since 1965, and it was their most decisive over a Mustang eleven in 13 years. Offensively and defensively, the Bears played like champions.

Beaird was the obvious offensive star, scoring on spurts of 19, 7 and 2 yards as center Aubrey Schulz offered some key blocks. Quarterback Neal Jeffrey completed the first seven passes he threw and finished with 11 of 17 completions for 166 yards, moving him ahead of Don Trull in career passing yards (4,224 to 4,143).

However, neither of those turned in the game's most spectacular play. That honor was reserved for senior linebacker Don Bockhorn, who also handles long-range field goals. His contribution was a whopping 59-yarder with 8:04 left in the third period.

That three-pointer gave the Bears a 17-7 lead and did the Ponies in.

Baylor jumped its lead to 24-7 on an eight-yard run by fullback Pat McNeil before the Mustangs scored their second



TD to narrow the gap. However, the Bears came right back with an 80-yard touchdown drive and iced the game away.

With this victory, the Bears moved within one game of winning their first Southwest Conference title in 50 years.

Baylor	7	7	10	7-31
SMU	0	7	0	7-14

Scoring: Baylor—Beaird 19 run (Hicks kick); Beaird 7 run (Hicks kick); Bockhorn 59 FG; McNeil 8 run (Hicks kick); Beaird 2 run (Hicks kick). SMU—Johns 14 pass from Wesson (Thompson kick); Morris 1 run (Thompson kick). A: 40,168.

Statistics: First downs—Baylor 22, SMU 15. Rushing—Baylor 53-279, SMU 48-150. Passing—Baylor 173, SMU 134. Passes—Baylor 12-18-0, SMU 8-20-2. Punts—Baylor 5-40.4, SMU 7-38. Fumbles—lost—Baylor 3-2, SMU 6-1. Penalties—yards—Baylor 8-20, SMU 6-63.

Top Individuals: Rushing—Beaird, Baylor, 28-133; Kent, Baylor, 6-39; McNeil, Baylor, 9-29; M. Jackson, Baylor, 5-22; Franklin, Baylor, 2-21; Kilgore, Baylor, 2-14; Jeffrey, Baylor, 2-6; Ebow, Baylor, 1-15; Bostick, SMU, 19-89; Wesson, SMU, 14-42; Morris, SMU, 11-17; Duncan, SMU, 2-4; Atkins, SMU, 1-2; Whittington, SMU, 1-(-4). Passing—Jeffrey, Baylor, 11-17-0, 166; M. Jackson, Baylor, 1-1-0, 7; Wesson, SMU, 8-19-2, 134; Harrison, SMU, 0-1-1, 0. Receiving—Kent, Baylor, 4-65; A. Jackson, Baylor, 2-60; Thompson, Baylor, 2-23; Beaird, Baylor, 2-9; Harper, Baylor, 1-9; Davidson, Baylor, 1-7; Harrison, SMU, 3-56; Roan, SMU, 3-48; Johns, SMU, 2-30. Punting—Moore, Baylor, 5-40.4; Blackburn, SMU, 7-38.

BAYLOR'S SOLID VICTORY over SMU was perhaps the Bears' best performance of the season, combining as it did a balanced offense with a stubborn defense. And there was that something extra, too — a school-record 59-yard field goal. At left, kicker Don Bockhorn jumps in glee as the ball sails over the cross bar almost 60 yards away. Waiting for Bockhorn to come down is jubilant tackle Mike Hughes (74). In the photo at upper right, tailback Steve Beaird strikes a familiar pose as he weaves his way for some of the 133 yards he gained against the Ponies. Blocking for Baylor's Toy Tornado are Hughes and Rell Tipton (67). Freshman cornerback Scooter Reed also got in on the winning act against the Mustangs. At bottom right, Reed hauls in an interception a split second after safety Ken Quesenberry (27) falls down on the play.



It was a Hallelujah Saturday, and the walls came tumbling down

The Rice Game: Grant Teaff's Analysis...

"People talk to me about playing 11 games this year and I have to correct them. I tell them we played 12 games and that one on Friday, before our Rice game, wore me out. Here were my thoughts: No. 1, I was highly concerned about the emotional drainage brought about by the Texas-Texas A&M game (played on Friday); and No. 2, I knew Rice had an underrated team, capable of beating folks, and I felt we were ripe for an upset. After Texas had defeated A&M, so much had happened—the mayor had come down and congratulated us on going to the Cotton Bowl, and a national magazine photographer was following us around, taking a lot of pictures; there were just a lot of distractions. But before the game, I was pleased with the mental attitude. The youngsters wanted very much to win the championship outright, and considering all the circumstances, I feel it really was one of our best games. We didn't have the killer instinct at first, but there was never any doubt about who was going to win. It was just a case of when we could seal it. Our defense played well, real well, especially Kenny Quesenberry. No letdown there at all. And once again Mark Jackson proved to be a nice change of pace at quarterback; he went in and iced it, scoring a touchdown and setting up a field goal. It was a great victory for our players, our school and our fans. I was very proud."

The View from the Press Box...

Galyn Wilkins (*Fort Worth Star-Telegram*): "No longer a stumbling step-child, no longer a frustrated pushover, the Baylor Bears added the exclamation point Saturday: Southwest Conference champions!"

"And it's theirs and theirs alone, every molecule of the trophy. Fifty years and three days after their last one, the green-shirted heroes of the masses wrapped it up with a neat 24-3 triumph over Rice...(and) provoked a standing ovation on practically every play."

Jack Agness (*Houston Post*): "Already in training for the Cotton Bowl, the Baylor Bears cleaned out the Rice bowl, 24-3, Saturday before 40,100 frost-bitten fans at Baylor Stadium...So, there was more rejoicing in Waco Saturday night."

Mike Jones (*Dallas News*): "As long as there is a Baylor, there will be living proof that hope springs eternal. If Calvin Coolidge could see them now."

"The Baylor Bears became the undisputed champions of the Southwest Conference on the Golden Anniversary of the school's last title Saturday, disposing of the Rice Owls, 24-3."

"And so the incredible success story of Grant Teaff, who was awarded a new 5-year contract Saturday, and his Baylor team that was generally relegated to the SWC's second division at season's beginning became complete. Cinderella lives again."

Dave Campbell (*Waco Tribune-Herald*): "Grant Teaff's remarkable Baylor Bears, superb when it counted in an historic season's final moment of truth, snuffed out the Rice Owls, 24-3, at icy Baylor Stadium Saturday afternoon and became undisputed—repeat, undisputed—football champions of the Southwest Conference."

"They say in sports that it's the finish that counts, and the Cotton Bowl-bound Bears finished like champions."

"In an hour of frozen splendor and rich reward, they gave 40,100 shivering Baylor partisans the warm scenes they came out to see—the ones that wiped out a 50-year drought."

Leading Rice from pole to pole
the Bears made that impossible
Dream come true. The SWC title
was green and gold — undisputed

Their Cotton Bowl berth had been neatly packaged in green and gold 24 hours earlier and 100 miles away when Texas knocked off Texas A&M. But the Bears had not fought this far only to "back" into the Southwest Conference throneroom. So on the last day of November, on an afternoon of frozen fingers and frosted toes and 41,000 excited fans, they smothered Rice, 24-3, and sacked up an undisputed Southwest Conference championship—their first in half a century. And then they formally accepted that Cotton Bowl bid.

The victory left the Bears one full game ahead of the Aggies and Longhorns, who tied for second. All three would have shared the crown if the Bears had lost to Rice.

But they weren't about to. Winning their fifth straight game and boosting their season mark to 8-3, they led from pole to pole, despite the frigid climate and emotional letdown that stalked them.

Their offense had a few sputtery moments but the defense, paced by safety Ken Quesenberry, was seldom better. And the guy who got them started on the scoreboard was, of course, their Mr. Reliable, Steve Beaird. Stormin' Steve swept 20 yards around right end for a touchdown, his 16th of the season (and that happens to be a new all-time Baylor record for season scoring). Before he left the game with a few minutes to play, Beaird had rushed for 134 yards, sending his season total to a league-high 1,104 yards. Thus, he became Baylor's first 1,000-yard rusher in history.



MARK JACKSON, Baylor's highly-effective "change of pace" quarterback, works some of his sophomore magic against the Rice Owls on the day the Bears sewed up an undisputed title. Above, he's trying to break away from linebacker Rodney Norton.

Golden Crown for Cinderella Bears

Bears harvest Rice. SWC crown

Baylor wins SWC title

Bears top Rice, 24-3

EXPRESS-NEWS

By JACK ADNESS
Post Sports Writer

Southwest Conference... Baylor... Rice... SWC... title...

Baylor's finishing touch nets title

BAYLOR:
A Cotton 'Pickin' Season Ends Triumphant

By DAN COUTURE
Sports Staff Writer

Baylor earned a spot in the Cotton Bowl Friday when Texas obliterated Texas A&M 20-0 which gave the Bears at least a share of a three-way tie for the title.

The Austin American-Statesman

Sports

B. Sports

For Work Star Telegram Sunday Oct. 13, 1974

Champion fry Owls

Bears end 50-year nap, 24-3

THE DALLAS TIMES HERALD SPORTS

Waco Tribune-Herald

Voice of the Central Texas Empire

WACO, TEXAS SUNDAY MORNING, DECEMBER 1, 1974

The Baylor Bears A Civic Asset

By LYN MILLS

The Baylor Bears won the Southwest Conference Saturday and became the proud possession of everyone that Bears not the name.

By DAVE CAMPBELL Sports Editor

Champions Again After 50 Years

Bears Undisputed in SWC

A FUMBLING OWL, punter Mike Landrum, is quickly swarmed under by hard-charging Baylor middle guard John Oliver. Turnovers were the bane of the Bears in '73, but the '74 champions majored in making the most of them.



SWC Champions Posters

of

011 Neal Jeffrey

024 Steve Beaird

046 Derrel Luce

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Just before halftime, fullback Pat McNeil rambled 10 yards for another Baylor score, and after the Owls had narrowed the gap to 14-3 with an Alan Pringle field goal, reserve quarterback Mark Jackson entered the game for Baylor and directed some successful mop-up action. Mark scored one touchdown with a 13-yard run and directed another march that ended with Bubba Hicks' 33-yard field goal.

After the game, old Bears who had waited so long for the elusive moment stood around and laughed and shouted and even cried. The Impossible Dream, when it finally came true, was sublime.

Rice	0	0	3	0-3
Baylor	7	7	0	10-24

Scoring: Rice—Pringle 28 FG. Baylor—Beaird 20 run (Hicks kick); McNeil 10 run (Hicks kick); M. Jackson 13 run (Hicks kick); Hicks 35 FG. A: 40,100.

Statistics: First downs—Rice 13, Baylor 19. Rushing—Rice 42-108, Baylor 58-223. Passing—Rice 138, Baylor 168. Passes—Rice 9-28-2, Baylor 9-18-2. Punts—Rice 6-31, Baylor 5-30.8. Fumbles-lost—Rice 5-3, Baylor 2-1. Penalties—yards—Rice 2-30, Baylor 5-62.

Top Individuals: Rushing—Collins, Rice, 11-34; Sykes, Rice, 13-64; Coleman, Rice, 5-8; Kramer, Rice, 11-8; Team, Rice, 1-(-8); Beaird, Baylor, 28-134; Jeffrey, Baylor, 7-(-32); McNeil, Baylor, 7-63; Kent, Baylor, 3-7; Ebow, Baylor, 3-7; M. Jackson, Baylor, 6-35; Franklin, Baylor, 3-11; Kilgore, Baylor, 1-(-2). Passing—Kramer, Rice, 9-28-2, 138; Jeffrey, Baylor, 8-15-1, 117; M. Jackson, Baylor, 0-2-1, 0; Armstrong, Baylor, 1-1-0, 51. Receiving—Lofton, Rice, 2-29; Roy, Rice, 4-58; Neves, Rice, 2-30; Collins, Rice, 1-21; A. Jackson, Baylor, 2-67; Kent, Baylor, 2-31; Thompson, Baylor, 3-57; Beaird, Baylor, 1-3; Harper, Baylor, 1-10. Punting—Landrum, Rice, 4-31.5; Lewis, Rice, 2-30; Moore, Baylor, 5-30.8

A LETHAL ONE-TWO punch gave the Baylor offense balance and high octane in '74 and enabled the Bears to move by land or by air with equal ease. The primary footman was strong Steve Beaird (No. 24), an 1,100-yard runner, who is making yardage, at right, against Rice. Trailing is the team's ace gunner, Neal Jeffrey.



The Bears who broke that historic drouth,

No.	Name	Pos.	Ht.	Wt.	Age	Class-Exp.	Hometown (High School)
85	Allison, Jay	LB	6-0	200	18	Fr	Brownwood
29	Armstrong, Robert	QB	5-10	199	21	Sr-1L	Houston (Sam Houston)
99	Arnold, Jim	LB	6-2	216	21	Jr-1L	New Braunfels
24	Beaird, Steve	TB	5-7	196	21	Sr-1L	Angleton (Blinn J.C.)
90	Benson, Leslie	NG	6-3	255	20	Jr-1L	Los Angeles (Manual)
60	Black, Tim	DE	6-3	205	19	Soph-1L	Amarillo (Palo Duro)
45	Bockhorn, Don	LB	6-2	212	20	Sr-1L	Brenham (Blinn J.C.)
95	Bucy, Flynn	DT	6-2	228	19	Soph-1L	La Marque
42	Burns, Ronald	DB	6-1	206	18	Fr	Grand Prairie (Arl.)
70	Caldwell, Tom	LB	6-4	213	18	Fr	Del Rio
94	Cariker, Chris	DT	6-5	231	20	Jr-Sq	Odessa (Permian)
71	Clements, Bill	OG	6-1	240	19	Soph-Fr	Amarillo (Palo Duro)
19	Davidson, Tommy	SE	5-10	166	18	Fr	Gatesville
64	DeLoach, Dennis	DE	6-0	201	22	Sr-2L	Houston (Sam Houston)
32	Ebow, Mike	FB	5-10	197	19	Soph-Fr	Houston (Smiley)
50	Eikenberg, Chuck	C	6-5	223	19	Soph-Fr	Houston (Memorial)
56	Eikenberg, Ronnie	TE	6-4	197	18	Fr	Houston (Memorial)
96	Fears, Butch	DT	6-3	219	18	Fr	Beaumont
53	Fertsch, Doug	OG	6-1	234	20	Sr-Sq	Wharton (Wharton J.C.)
91	Foster, Wharton	DT	6-1	226	19	Soph-JC	Tyler (Tyler J.C.)
22	Franklin, Cleveland	TB	6-2	205	19	Soph-Fr	Brenham
65	Grayless, Mark	OT	6-4	238	19	Soph-Fr	Conroe
39	Greene, Johnny	DB	6-2	196	19	Soph-Fr	Mt. Pleasant
43	Green, Gary	CB	5-11	176	19	Soph-1L	San Antonio (Houston)
62	Gregory, Gary	OG	6-3	238	19	Soph-1L	Kermit
41	Harper, Sam	TE	6-1/4	215	21	Jr-1L	Waco (Richfield)
9	Hicks, Bubba	K	5-11	165	21	Jr-1L	Waco (Richfield)
74	Hughes, Mike	OT	6-4	234	20	Jr-1L	Denton
63	Hutchison, Gary	DT	6-5	230	18	Fr	Fort Worth (Southwest)
55	Ingram, Robert	C	6-3	200	18	Fr	Seabrook
86	Jackson, Alcy	SE	6-2	179	19	Soph-Fr	Dallas (South Oak Cliff)
17	Jackson, Mark	QB	6-0	187	19	Soph-Sq	Carlsbad, N.M.

and put green and gold in the Cotton Bowl

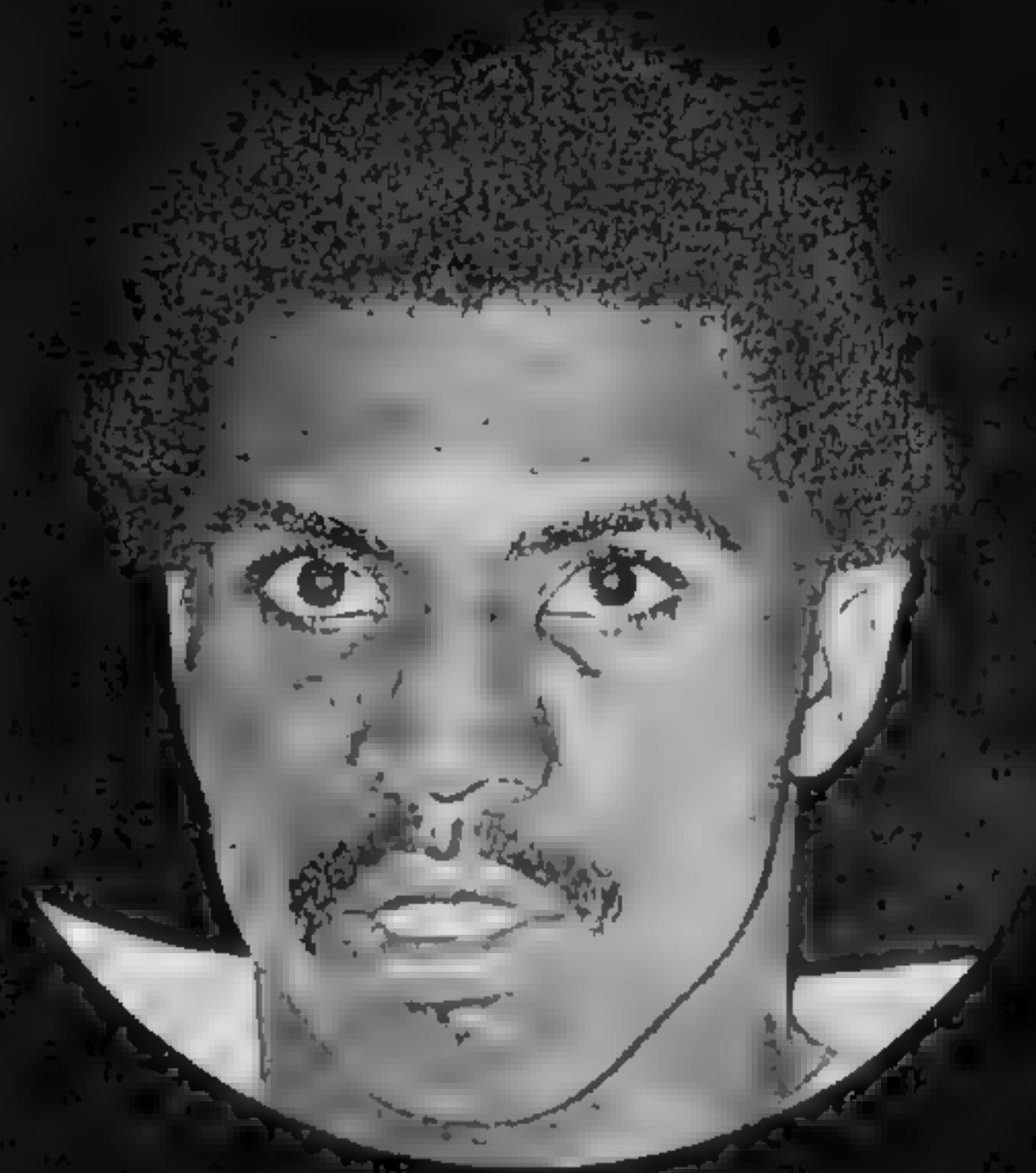
No.	Name	Pos.	Ht.	Wt.	Age	Class-Exp.	Hometown (High School)
11	Jeffrey, Neal	QB	6-1	178	21	Sr-2L	Overland Park, Kan.
79	Johnson, Joe C.	DT	5-11	226	21	Sr-2L	Bryan
54	Johnson, Joe N.	C	6-0	220	20	Soph-JC	Waco (Richfield)
59	Jumper, Mike	LB	5-10	196	21	Jr-Sq	Houston (MacArthur)
20	Kent, Phillip	WB	6-0	183	21	Sr-1L	Houston (Tyler J.C.)
21	Kilgore, Bryan	WB	6-3	202	21	Sr-2L	Houston (Memorial)
77	Kramer, Jon	LG	6-6	243	18	Fr	Houston (Clear Lake)
46	Luce, Derrel	LB	6-4	224	22	Sr-2L	Lake Jackson (Brazoswood)
44	McDonald, Keavin	LB	6-0	215	19	Soph-Fr	Houston (St. Thomas)
16	McClanahan, Charles	DB	6-0	157	21	Sr-1L	Temple (Wharton J.C.)
31	McNeil, Pat	FB	5-10	210	20	Jr-2L	Killeen
98	McNamara, Tim	DE	6-4	215	18	Fr	Dallas (Hillcrest)
15	Mercer, Harry	QB	5-11	175	18	Fr	Round Rock
49	Moore, Bill	P	6-0	197	19	Soph-Fr	Canyon
57	Mund, Jeff	OG	6-½	226	20	Jr-Sq	New Braunfels
92	Oliver, John	NG	6-2	207	21	Jr-2L	Houston (Smiley)
30	Paige, Joe Paul	TB	5-8	170	18	Fr	Henderson
27	Quesenberry, Ken	DB	5-11	184	20	Jr-1L	Garland (South Garland)
93	Quinn, Chris	DE	6-0	200	19	Soph-Fr	Houston (Westchester)
18	Reed, Scooter	WB	5-9	177	18	Fr	Grand Prairie
97	Royal, Jon	DT	6-3	235	20	Jr-1L	Pasadena
52	Schulz, Aubrey	C	6-1	226	21	Sr-Sq	Austin (Tyler J.C.)
38	Slaughter, Johnny	LB	5-11	214	19	Soph-Fr	Ballinger
89	Slicker, Russell	LB	6-4	185	18	Fr	Garland
75	Sobotik, Victor	OG	6-2	242	19	Soph-Fr	Clute (Brazoswood)
81	Steven, David	TE	6-3	213	19	Soph-Fr	Santa Ana, Calif.
88	Stone, Allen	DE	6-0	198	19	Soph-Fr	Corpus Christi (King)
80	Tate, Billy	DE	6-0	222	19	Soph-Fr	Dallas (South Oak Cliff)
67	Tipton, Rell	OG	6-4	240	19	Soph-1L	San Antonio (MacArthur)
33	Turnipseede, Tommy	R	6-1	188	22	Sr-2L	Beeville
69	Tyler, Napoleon	OG	5-11	245	19	Soph-Fr	Houston (Smiley)
28	Thompson, Rick	SE	6-0	172	20	Jr-Sq	Gatesville
40	Weygandt, Robert	DB	5-10	176	21	Sr-1L	Houston (North Shore)



Steve Bealrd



Aubrey Schulz



Phillip Kent

Honors Aplenty For '74 Bruins

To the victors belong the honors, and the honors in 1974 came to the Championship Baylor Bears.

Grant Telfer was named major college football's national Coach of the Year by United Press International, and was the overwhelming choice as SWC Coach of the Year.

Two Bruins, center Aubrey Schulz and linebacker Derrel Luce, won places on All-America selections. Schulz was named a first-team All-America by the Football Writers Association of America, and a second-team All-America by the Associated Press. Luce was a second-team choice on the NEA selection.

No less than eight of the Bruins won first-team berths on at least one All-Southwest Conference selection. Schulz, Luce, tailback Steve Bealrd and quarterback Neal Jeffrey were unanimous selections; and defensive backs Tommy Turnipseed, Ronald Burns and Ken Quesenberry, and wingback-wide receiver Phillip Kent made at least one all-SWC team. Three other Bruins—defensive end Tim Black, offensive tackle Gary Gregory and offensive guard Rell Tipton—won second-team all-SWC berths.

In addition, Bealrd won the Houston Post Award as the league's Most Valuable Offensive Back and Jeffrey became the first Baylor player ever to win the coveted Kern Tips Award, presented annually to the SWC's outstanding senior football player. Jeffrey was that, all right. As a matter of fact, a lot of the Bears were outstanding in the unforgettable year of 1974.



Tom Turnipseed



Ken Quesenberry



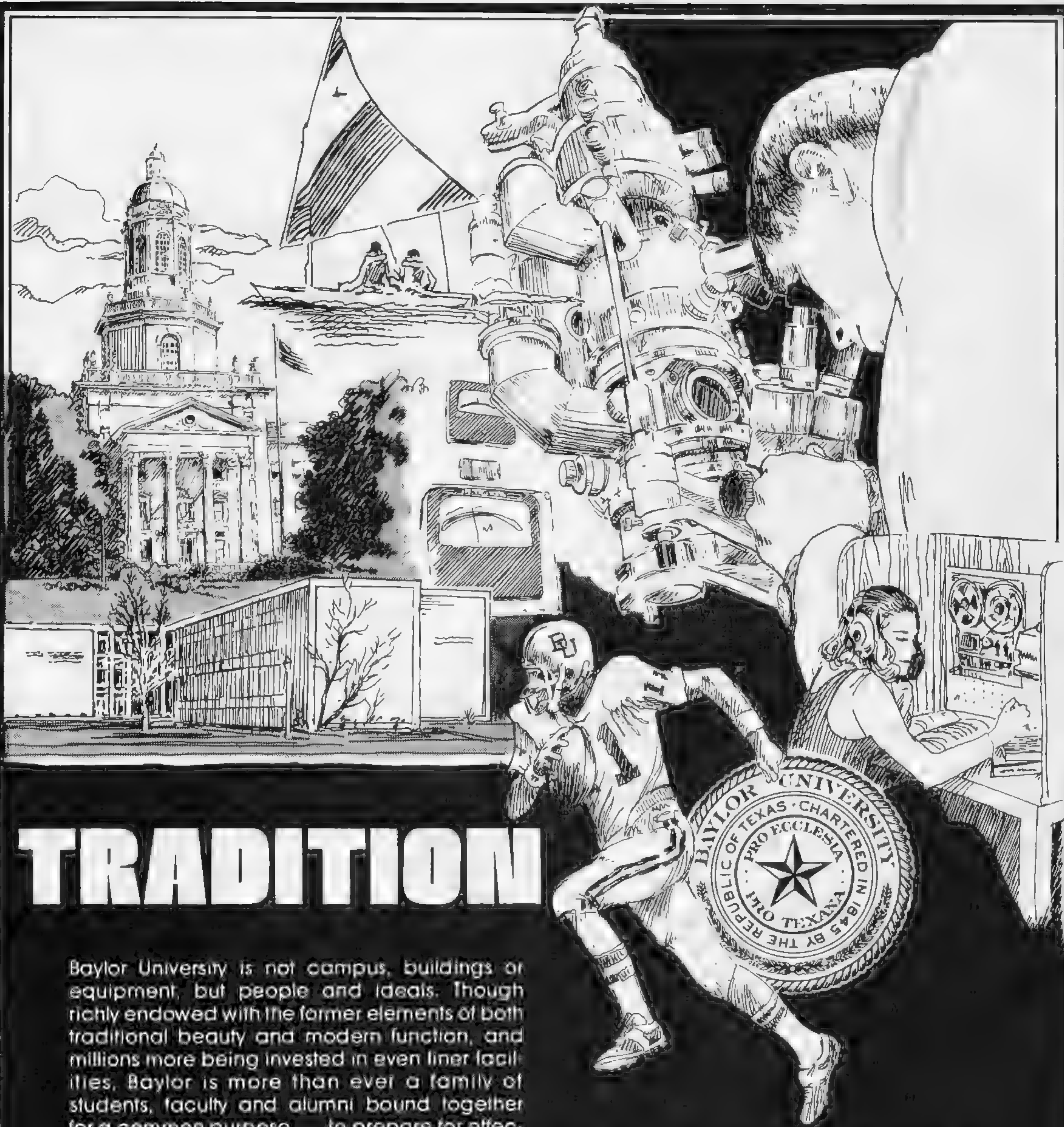
Derrel Luce



Neal Jeffrey



Ron Burns



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WACO, TEXAS 76703

Bears in 1974: Their Facts and Figures

FIRST DOWNS					PENALTIES		FUMBLES		TOTAL OFFENSE			
	R	P	Pn	Total	No.	Yds.	No.	Lost	Plays	Rush	Pass	Yards
BEARS	100	71	15	186	59	561	37	17	746	1976	1599	3575
Opp.	118	48	10	176	69	584	45	21	747	2358	1097	3455

RUSHING						INTERCEPTION RETURNS						
	TC	Yds.	Avg	TD	EP		No.	Yds.	Avg.	TD		
Beaird	267	1104	4.1	13	0	Quesenberry	3	0	0.0	0		
McNeil	93	459	4.9	3	0	McClanahan	2	130	65.0	1		
Kent	56	279	5.0	2	0	Reed	2	33	16.5	0		
M. Jackson	40	129	3.2	1	0	Turnipseede	2	24	12.0	0		
Franklin	22	85	3.9	0	0	Burns	2	14	7.0	0		
Ebow	12	64	5.3	0	0	Weygandt	1	25	25.0	0		
Kilgore	5	23	4.6	0	0							
Armstrong	2	6	3.0	0	0							
N. Jeffrey	49	-173	3.5	1	0	BEARS	12	216	18.0	1		
BEARS	546	1976	3.6	20	0	Opp.	14	97	6.9	1		
Opp.	564	2358	4.2	16	0	-----						
PASSING						KICKOFF RETURNS						
	Att.	Comp.	Pct.	Int.	Yds.	TD		No.	Yds.	Avg.	TD	
Jeffrey	181	100				8	Kent	15	358	23.8	0	
M. Jackson	18	10	.556	3	134	1	Reed	9	164	18.2	0	
Armstrong	1	1	1.000	0	51	0	Paige	3	42	14.0	0	
							Franklin	2	10	5.0	0	
							Harper	1	7	7.0	0	
							Burns	1	7	7.0	0	
BEARS	200	111	.555	14	1599	9	BEARS	31	518	16.7	0	
Opp.	183	85	.464	11	1097	4	Opp.	28	555	19.8	0	

RECEIVING						PUNT RETURNS						
	No.	Yds.	Avg.	TD	EP		No.	Yds.	Avg.	TD		
A. Jackson	22	436	19.8	2	0	Burns	12	79	6.6	0		
Kent	24	406	16.9	2	0	Reed	4	6	1.5	0		
Thompson	21	315	15.0	1	0	Green	2	1	0.5	0		
Beaird	22	223	10.1	3	0	Greene	1	8	8.0	0		
Harper	12	152	12.7	1	0							
McNeil	8	57	7.1	0	0							
Davidson	1	7	7.0	0	0	BEARS	19	94	4.9	0		
Paige	1	1	1.0	0	0	Opp.	21	224	10.7	1		
BEARS	111	1599	14.4	9	0	-----						
Opp.	85	1097	12.9	4	0	SCORING						

	No.	Yds.	Avg.			TD	K-EP	2PT	FG	TP		
Moore	60	2213	36.9			Beaird	16	--	--	--	96	
Team	1	0	0.00			Hicks	--	29-29	--	6-10	47	
						Kent	4	--	--	--	24	
						McNeil	3	--	--	--	18	
						A. Jackson	2	--	--	--	12	
Opp.	57	2138	37.5			BEARS	30	29-29	0-1	7-12	232	
						Opp.	23	23-23	--	7-17	182	

They also serve, who only wait and cheer

Once more it was a season of tense and anxious moments for the wives of Bruin coaches, but it all came out right in the end

by **BRUCE WESTBROOK**



DONELL TEAFF, pretty wife of Baylor's head coach, calls the Bruins' 1974 success a special joy; "it's meant so much to so many people."

Television's football widows don't know how good they've got it.

How many of the millions of wives deserted for televised games can say their husband stays out all night once a week, usually isn't home until midnight, never takes a day off to be with his family and spends his Saturdays involved in some game with the boys?

Those who can make that claim are the wives of football coaches at Baylor University, where 80- to 100-hour work weeks are commonplace and a few hours at home are as precious as a first down inside the 10-yard line.

But despite the many demands placed on them by their husbands' careers, the women have learned to accept the coaching way of life and the many rewards it ultimately offers. Especially 1974's ultimate reward: Baylor's first championship in 50 years.

Though the wives might think of split end as a hair condition and right guard as a deodorant, all of them are genuinely interested in football. "The term football widow really has the wrong connotation when applied to us," said Donell Teaff, wife of Baylor's head coach. "As a coach's wife, you understand there are some things you have to give up. And although

my time with Grant hasn't been a lot in quantity, it's certainly been a lot in quality."

All 10 coaches are married, and most of the wives agree that being separated by the demands of coaching is the biggest sacrifice to make, both for them and their children. Not only are the daily work hours long, but by the end of the season, none of the coaches had had a single day off since early August.

"I know how hard those coaches work," said Mrs. Bill Lane, whose husband works with defensive ends. "But many other people don't realize how much coaches have to put into their jobs."

"I have to be independent and make many of the family decisions," said Sandra O'Hara, wife of tight end coach John O'Hara. "John is so rarely at home. Believe me, a coach's family knows how precious family time is."

Mallory Nelson, wife of defensive coordinator Corky Nelson, said her husband usually isn't home until midnight. "But I don't think any successful man works from 8 to 5. You have to put in more hours to be a winner. Besides, they all love coaching so much it doesn't bother them."

"Being separated so much is difficult,"

said Beth Scoggins, the wife of nose guard coach Bill Scoggins, "but seasons like this make it all worthwhile."

"Seasons like this," of course, refers to the spectacular conference championship carved out by the coaches and players this year when oddsmakers tagged them all as probable also-rans. Although not every Baylor coach's spouse expected a conference title this year, most of them believed reaching the summit was inevitable.

"Winning the Southwest Conference was what Grant came to do at Baylor," Donell Teaff said, "and I've lived with him long enough to know that when he sets his goals, they'll happen. I really didn't feel it would be this year, but I knew it would happen."

The clincher, of course, came against Rice Nov. 30, and in keeping with the storybook nature of the entire campaign, that turned out to be Donell's birthday.

"After the game, Grant told me he had a present for my birthday—the Southwest Conference championship and a trip to the Cotton Bowl. I did get something else for my birthday, though. Grant is a very thoughtful man, and he always finds time to get things taken care of, like buying birthday presents."

Mrs. Teaff said their three daughters

have "loved this season. They miss their father, but they are well-adjusted. This is all a part of their lives. He always visits with them when he can. We make a point to have breakfast as a family, too, because that's usually the only meal we can have together."

Barbara Shealy, wife of backfield coach Dal Shealy, said her husband "shares a lot of his coaching experiences with the children, which is exciting for us because so many husbands have jobs so separate from things their families can relate to."

One of coach O'Hara's sons took a lot of ribbing in school last year when Baylor went 2-9, "and the main difference for our family this year is that our little boys have been so happy," Mrs. O'Hara said. "This year, all the kids at school are excited."

The excitement naturally affects the coaches' wives, too. "Because winning is bread and butter on the table, there's no way to be passive about it," said Mrs. Nelson.

Most of the wives sit together at the games, "and we do a lot of praying and yelling and share a lot of tense moments together," Mrs. Shealy said.

"There's a closeness among the coaches and their families because we have so much empathy for each other," said Madonna Turner, wife of defensive backfield coach Wade Turner. "And winning this year has been so rewarding because it touches the lives of so many people."

"That's been the joy of this season," Donell Teaff said. "Baylor's success has meant so much to so many people. I don't know of anywhere that people could be so giving and open and loving and appreciative as Baylor people are."

"It has certainly meant a lot to us at home, too," said Mrs. Cotton Davidson, whose husband coaches quarterbacks and receivers. "We don't have to walk on eggshells around the house like last year. It's a more relaxed atmosphere when we're winning, because Cotton always blames a loss on the coaching. He never blames the players for a loss."

But players, too, suffer after a defeat, and those most aware of the hurt feelings are the wives of the 10 married players on this year's team.

"Phillip didn't have much to say when he got home from a game last year," said Jan Kent, wife of Baylor's heralded wingback Phillip Kent. "This year was a lot better, especially after the Texas game when Phillip scored the go-ahead touchdown."

Vicki Armstrong, wife of tailback Robert Armstrong, noted Baylor players' wives "usually stick together pretty good." They often stay with each other on nights when their husbands are with their teammates at a motel, and many sit together at the game. Players' wives can't

talk to their husbands from early Friday evenings until the game is over, although they do enjoy yelling at them and for them during the contests.

"I'm glad Tommy doesn't see me in the stands at games," said Brenda Turnipseede, wife of rover Tommy Turnipseede. "I get real excited. I just go crazy. I almost got arrested running out onto the field after the Texas game."

Offensive guard Victor Sobotik's wife Carol also is extremely enthusiastic—sometimes with painful results.

"I was so involved in the Tech game that a Tech guy in front of me hit me," she said. "I was yelling real hard for Baylor and he turned around and gave me a black eye. After the game, I ended up more bruised than Victor."

Carol said fans often turn and stare at her "because I have the biggest mouth. But when they see that button—My Husband Wears No. 75 for Baylor—then they understand."

Meda Beaird, wife of the Bears' record-smashing tailback Steve Beaird, said she gets a headache every third quarter from the excitement.

"What's tough is seeing Steve get hurt," she said, "but that's part of being a player's wife. He was hurt in the A&M game, and I just came unglued. There was nothing I could do but sit there and try to see what they were doing for him on the sidelines."

Meda said her husband has a Great Dane that's taller than Steve is when it stands on its hind legs. "Steve gets a lot of ribbing about his size. But he gets a lot of compliments, too, especially now that he'll be in the Cotton Bowl."

Steve's been leaving his home two blocks from Baylor Stadium lately to make his first banquet speeches, and Meda said he's been a little nervous. "But he's not nervous about playing before millions of people on national TV," she said. "That's what he's been waiting for."

Waiting has been among the key words during Baylor's golden year in 1974—coaches' wives waiting up until midnight for their husbands to come home; players' wives waiting tensely to see if their husbands would rise after a rough tackle; and longtime Baylor fans waiting to see if their championship dreams would come true.

"Now the wait is over, and the response from people has been overwhelming," said Mrs. Bill Yung, whose husband is offensive coordinator. "People have waited so long and are so grateful. I'm grateful, too, that we were placed at Baylor. Even in defeat, we've learned and grown spiritually."

"There's a bond between the coaches' wives," said Iris Hicks, wife of defensive

line coach Bill Hicks. "Donell is very good in fostering this bond. We don't have husbands with us much, so we learn to depend on each other. Our greatest joy has been to see the joy of the fans. It's not just that Baylor won, but that the good guys don't always finish last."

Donell, who was a cheerleader at Texas Tech, also thinks of the Bears as "the good guys."

"My loyalties aren't divided one bit," she declared. "I love Tech, but my loyalty is with Baylor."

Loyalty and dedication were keys to her husband's success. "Grant is a very personal man and he made a very personal commitment to prove that Baylor could compete," she said. "He's felt such a great burden for Baylor people because it's been such a long time since they've won and they've had to take it on the chin for so long. I really grieved sometimes because I felt the burden on his shoulders was too heavy—almost larger than he was. But Grant is a very positive man, and this has become a part of the philosophy of the team—believing in yourself."


As an example of her husband's commitment to Baylor people, Mrs. Teaff said, he spends long hours reading his correspondence "and he replies to every letter. That pleases many of the fans, but it still isn't enough for him in the way of communicating with people. With a man in his position, there aren't many people he can really talk to. So I try to be his sounding board. He discusses a great deal with me. We've always been very close and I support him by listening. Everyone needs to talk to someone."

Talking to someone was no problem the night after Baylor clinched its historic conference title—the phone rang at the Teaffs' house until 4 a.m. and started ringing again at 5:30.

"You wouldn't believe the phone calls and mail," Donell said. "This has been the joy of the season—sharing in other people's joy. I think the Lord has played a great part in our being at Baylor University, and I think he has a purpose in Grant's life. Many people ask if I feel God is interested in football. I don't know if God is interested in football, but I know He is interested in us as people. And that's what really counts."

THE THREE BEARS gang up on an Owl, in a typical display of championship defense at Baylor, circa 1974. The three Bears are linebackers Johnny Slaughter (No. 38) and Derrel Luce (closing in from behind) and rover Tommy Turnipseede (No. 33, in foreground), and the trapped Owl is halfback James Sykes. Putting on one of its best shows of the season, the Bruin defense choked the Owls down to a whisper and made sure the SWC championship was an undisputed one.





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